

ROLLER SKATING

BUSINESS MAGAZINE



- Meet the 2014 RSA President/Vice President Nominees
- Understanding Your Floor's Life Cycle
- Get Involved! Why Chapter Meetings are Important
- Family Business: The Keep/Sell Decision
- 10 Remodeling Tips to Boost Your Bottom Dollar

2014 Roller Skating Association Convention & Trade Show

- Vegas, Behind the Mask: 15 Hidden Gems You Won't Want to Miss
- Rio Casino, Unmasked: 10 Things to Expect at the Rio All-Suites Hotel & Casino
- Highlight on RSA Convention Keynote Speakers

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WHAT'S COMING NEXT MONTH...



The May/June 2014 issue will be all about Finances and Concessions and will highlight a range of topics to help rink owners make the most of their money with new technology and creativity.

WHAT YOU'LL FIND...

- Making the Move to a Cashless System
- How to Improve Your Advertising ROI
- Creative Concessions
- 10 Remodeling Ideas to Boost Your Bottom Dollar
- Generating Buzzworthy Media Events
- Can Roller Derby Increase Your ROI?
- Money Management
- RSM Highlight on Snack Bar Equipment and Supplies, Lighting and Sound

DEADLINE
April 1, 2014



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www.facebook.com/groups/16235807289



Sign up for our members-only e-newsletters every week

<http://tinyurl.com/RSAnewsletters>

A President's Farewell



My term as your RSA President is quickly coming to an end. As I write this letter, I have 82 days left to serve each of you. Truly, the 648 days I have served have been and continues to be not only memorable but enjoyable. When taking on any responsibility there are always ups and downs, but in the case of serving as the RSA President the ups continue to supersede the downs. Not one moment do I regret and I will forever be indebted to each of you for providing me this opportunity.

I am excited to say that during the course of the last 648 days a great deal has been accomplished and our Goals Action Plan continues to be fulfilled. Below you will find key items that have been accomplished:

- **Hiring of a New Executive Director.** This was a time consuming task, but with the help of a great committee the RSA was able to secure Mr. Jim McMahon. Jim not only understands office business practices but also understands a great deal about roller sports and the roller skating industry.
- **Implementation of an official Board Training Manual.** The first board-training manual was completed the summer of 2012. This manual explains the history of the RSA, governance, board member standards and responsibilities, conflict of interest statements, Roberts Rules of Order, and everything members need to know about being an active and informed board member.
- **Completion of the 2013 Roller Skating Association Big Book of Games.** With more than 250 games, this booklet became an incredibly popular resource guide for members seeking to enhance their in-rink games, both on skates and otherwise.
- **Updating Roller Skating Business Magazine.** In August of 2012, the Association hired Lynette Rowland who came to us with more than 15 years of experience in the publishing and marketing industries.

Under the direction of committee, the magazine now includes bimonthly columns, a fresh and updated business magazine look, detailed and focused editorial content, a two-month advance promotional calendar of events, articles from experts in the industry, and more.

- **Digital copy of the Annual Membership Directory.** This annual directory of members, advertisers, board and committee members is the official Yellow Pages of the roller skating industry and is now made available on mobile devices upon request from members.
- **The RSA Today Newsletter officially transitioned from a monthly newsletter to a weekly electronic e-newsletter.** The RSA Today now goes out to the members weekly thus providing the RSA the ability to provide up-to-date information to its members.
- **Began and continue to offer educational webinars to RSA members.** The association now, with the help of highly experienced presenters, offers several popular yearly webinars free of charge to all members with access to previous webinar recordings available upon request.
- **Implementation of several new member benefits,** such as HR360 (human resource program with in-depth library, 500 forms to utilize, and a free customizable employee handbook), Southwest Airlines (discounted airline tickets to Convention 2014), Best Buy (business discount program), Office Depot (personalized RSA/Office Depot purchasing program) CFG (financial advisement program), partnership with the American Camp Association to encourage summer program and camp development during summer months, and much more to come.
- **Maintained and grew total net assets.**
- **Created new and adjusted old policies to better serve the current structure of the RSA.**

The goals moving forward over my last 82

days are as follows:

- **Continue to work on completing the preparation for Convention 2014.**
- **Go live with the new RSA Website.**
- **Complete implementation of the new integrated RSA Database System.**
- **Completion of the updated Industry Guide.**

Currently, preparation for the 2014 RSA Convention & Trade Show, "Behind the Mask" is in full swing. The trade show is booking up nicely and our members have already begun registering and booking their hotel rooms. As you begin your convention travel preparation, I would like each of you to considering staying at our host hotel, The Rio All-Suites Resort and Casino. When booking convention sites, the RSA has to commit to a certain amount of room nights. As such, if those room nights are not met then a financial penalty is the result - the RSA never wants to spend the members' money in such a manner, so we hope you will enjoy staying with us at The Rio All-Suites Resort and Casino.

With only 82 days left as your President, this means at the next RSA Convention it will now once again be your responsibility to elect a new Vice President and President. The changing of the guards is a crucial part of continuing to move the association forward. Please plan to attend and be part of this political process and cast your vote.

On a more personal note, I am looking forward to seeing all of you in Las Vegas at the Rio. The day in and day out responsibilities of serving as your President is rewarding, but the best part is seeing and talking to each of you face-to-face.

Warm Regards,

Tina Robertson, RSA President

Important Dates

Section Meetings, Deadlines and Convention Dates



Need to make changes to this list?

Email editor@rollerskating.com.

EVENT	DATE	INFORMATION	CONTACT INFORMATION
Super Skater Program Begins	March 1	Visit www.rollerskating.org >> Achievement Program >> Super Skater for complete details	Deanne Daly Miner at 317-347-2626 Ext. 106 or dminer@rollerskating.com
Section 9 Meeting	March 3-4 Cancelled due to weather	Networking, business meeting, presentations by Sheryl Bindleglass and Armando Lanuti, breakfast and lunch, vendors and more.	Keith Brainard at 330-307-3660 or email kbrain1971@aol.com to register.
Section 12 Meeting	March 3-4	Will include RSA Sponsored Workshops, Open Skate, Networking Social, breakfast/lunch and much more! Kate's Skating Rink, 1151 Skating Rink Drive, Gastonia, NC.	Billy Thompson at 704-907-3758 or Shane Locklear at 804-439-9611.
Section 8 & 13 Meeting	March 10-11	Section 13 director election to be held on Tuesday, March 11 at 11:00 a.m. EST at The Chattanooga Hotel at 1201 Broad Street in Chattanooga, TN at the joint section meeting with Section 8. Dr. Marc Clark, Keynote Speaker.	Amanda Smith at 606-682-2154 or email amanda@sk8tersparadise.com to register.
Section 7 Meeting	March 10-11	Speakers, discussions, vendors, lunch, elections and keynote speaker, Fran Moss. RSVP to Steve Turner, Secretary, for lunch reservations at Bass Pro Shop and reserve your rooms at the ParaDice Hotel and Casino.	Steve Turner at sjdt@sbcglobal.net to register.
Section 2 Meeting	March 23-25	Held at Lake Tahoe at the Lake Tahoe Resort Hotel (formerly Embassy Suites). Speakers, vendors, and chapter officer elections. Nominations can be sent to Dave Fleming, Dan King, and Mike Jacques who are serving as nominating committee.	Mike Jacques at mikej@starstream.net to register.
Section 5 Meeting	March 24	Jimbo Hafner has resigned as Section 5 director following the 2014 pre-Convention Board Meeting, therefore, the need for a special election will be held at 9 a.m. CST at Holiday Inn located at 318 West Cesar Chavez Blvd, San Antonio, TX, 78204.	Jimbo Hafner at 979-661-2300 or jimbo@silverwingsballroom.com .
Convention Early Bird Registration Deadline	March 28	Early bird registration for the 2014 RSA Convention and Trade Show must be submitted NO LATER than March 28 to receive a \$100 discount (see convention forms in this publication).	Tina Robertson, Director of Convention at convention@rollerskating.com or 317-347-2626 Ext. 103.
Kooky Awards Deadline	March 28	Kooky Awards submissions must be received no later than March 28 to be included in Kooky Awards program.	Angela Tanner at marketing@rollerskating.com or call 317-347-2626 Ext. 102.
FREE RSA Entertainment Webinar	March 31	Free RSA Webinar on Entertainment presented by Kenny Cook of Fun Galaxy. No software to download, free for all members.	Stacy Thomas at education@rollerskating.com or call 317-347-2626 Ext. 108 to register.
RSB Ad Deadline for May/June	April 1	Advertise in the publication highlighting finances, concessions, maintenance tips and more.	Lynette Rowland at editor@rollerskating.com or call 317-347-2626 Ext. 107.
Roller Skating Foundation Scholarship Deadline	April 1	\$4000 tuition scholarship applications now open to all RSA Members and Affiliate Members (see form in this publication).	Stacy Thomas at foundation@rollerskating.com or call 317-347-2626 Ext. 108.
Section 1 Meeting	April 8	11 am at Rollarena Skating Center, 849 Stevens Drive, Richland, WA, 99352. Speakers, discussions, vendors, networking lunch, and a field trip to two local wineries with presentations by their owners.	Gary Englund at 360-755-2200 or gkenglund@msn.com .
Final Convention Preregistration Deadline	April 18	Final deadline to pre-register for the RSA Convention and Trade Show to save \$50.	Tina Robertson at convention@rollerskating.com or 317-347-2626 Ext. 103.
Roller Skating Foundation Golf Registration Deadline	April 25	Final deadline to register for the Roller Skating Foundation / JBL Golf Classic.	Frank Torries at 337-278-8275 or yourskatezone@aol.com .
Super Skater Program Ends	April 30	Final day to collect results from the Super Skater program.	Deanne Daly Miner at 317-347-2626 Ext. 106 or dminer@rollerskating.com
RSA Convention and Trade Show	May 4-7	RSA Convention runs May 4-7 with the RSA Trade Show on May 6-7.	Tina Robertson at 317-347-2626 Ext. 103 or convention@rollerskating.com
RSA Presidential/VP Election	May 5	RSA members present at convention will elect their newest president and vice president.	Jim McMahon, Executive Director, 317-347-2626 Ext. 104 or jmcmahon@rollerskating.com .
Section 3 Meeting	May 5	Meeting held at Convention during Chapter Lunches	Mary Dollar, 920-494-6152 or mary16d@aol.com
Super Skater Program paperwork due	May 10	All paperwork for the Super Skater program is due to the RSA National Office NO LATER than May 10.	Deanne Daly Miner at 317-347-2626 Ext. 106 or dminer@rollerskating.com
Section 11 Meeting	May 20	Latrobe Skating Center, Latrobe, PA	Gary Miller, 717-632-1888 or gary@magicelmskateland.com
Section 6 Meeting	June 23	Firekeepers Casino Hotel, 11177 E. Michigan Ave., Battle Creek, MI 49014, 877-352-8777. Speaker: Frank Price, Birthday University	Erika Wymer, 231-773-5538 or wymerrj1@msn.com

Meet Your RSA Presidential Nominee



Robert "Bob" Housholder: Presidential Nominee

I am honored that the RSA Nominating committee has selected me to be your next RSAI President. As a past member of this committee, I understand this was no easy task. I accept the nomination with great pride and am ready to serve you, the membership, with sound decisions and fiscal responsibility.

I have been married to my wife, Jeanne, for 31 years and we have one son, Ethan. I am lucky to have the support of my family in my decision to be your president.

In January 2002, Jeanne and I purchased Skateland in Savoy, IL. I began my career in 1975, at the age of 16, as a floor guard at Skateland roller skating center in East Moline, IL. I attended my first RSROA convention in 1980 and have not missed one since. The education that has been presented at these conventions has been an important element in my success as a rink operator. I look forward to making sure these educational opportunities continue and grow for our membership.

My relevant experience outside of the roller skating industry is important, as well. I was elected to the East Moline District 37 school board and was later elected Vice President, and then twice as President. I served from 1993 to 2002, and during

my tenure as School Board President I was instrumental in working with several community groups in the successful passing of a multi-million dollar referendum.

I served as Section 7 President for five years before becoming Section 7 Director. I completed 8 years as Director. During my time volunteering for the RSAI, I have served in the following positions or committee assignments:

- Section 7 treasurer
- RSA treasurer (2009 – 2010)
- Executive committee
- Education committee (2004 – 2010 as chairman)
- Publication committee (2007 – 2010 as chairman)
- Finance committee (2009 – 2010 as chairman)
- Convention planning committee
- Committee on committees committee

I have been serving on the finance committee since 2004 and I still serve on this committee today. I feel this is an important qualification for the office of President. We are entering a critical time in our association and a clear understanding of our finances is of the utmost importance.

I was the chairman of the Education committee that brought locally the IMPACT series. Bringing education to our membership is important and we will continue in this endeavor. I believe in progress and moving the association forward. Working together we can achieve this for our smaller rink owners/operators,

as well as our larger rink owners/operators. Within your current Board of Directors there is extensive talent and knowledge and we will work together for the continued growth of the Roller Skating Association International. We now have a Goals Action Plan which we refer to often. In the next two years we will re-visit this plan and check off the goals we have accomplished, evaluate the ones that need to be completed and add additional goals to reflect the current and future focus of the association.

In closing, I would like to thank all of you for your support today and in the future. I would like to hear from each of you to discuss your questions, concerns or ideas. I can be reached at my rink at (217) 359-3335 (please leave a message if I'm not available). Together we will continue to make the Roller Skating Association International stronger.

Respectfully submitted,
Bob Housholder



Meet Your RSA Vice Presidential Nominee



Michael Jacques: Vice Presidential Nominee

I would like to serve this association as its Vice President for many reasons.

First, I would like to give back to the Association and its members for all that it has taught me and others like me. Many owners/operators have given of their time for my benefit, as well as my fellow owners/operators, and this would allow me to repay them and help those who follow in our footsteps.

Second, I feel I am well qualified for this position having started as a manager and then an operator for over 40 years. I have chaired and worked on most of the committees within the Association during my 15 years as a Board Member. I have worked my way up to the top positions available, being its Treasurer for 4 years, chairing the Finance

and Insurance Committees and serving on the Executive Committee. With this progression, I sincerely wish to move up the ladder one more rung to be its Vice President.

Roller skating has been a part of my life since I was five years old. I started skating as a competitor in 1955 until 1973 when I married my skating partner, Pat. I have been involved in all aspects of the sport as a judge, coach, speed referee, hockey player and artistic skater. I know first hand the operation of the business being an assistant manager, manager and then owner.

I have always worked from the ground up to achieve the highest level possible. I am now willing to devote 100% of my efforts toward serving the members of the Roller Skating Association International. All other interests will be put aside to focus my attention on the Association and its needs, growth and progress.

In regards to the Association's needs, I feel strongly about educating our members

to help them be more successful and profitable, as well as educating our new and future board members.

The continued development of our website is another important tool that needs to be monitored and refreshed on a regular basis. Publications have been strong as of late and need to be kept on track, refreshed and current.

Although we have many goals to keep in mind, another one particularly close to me is the financial health and strength of our Association. I pledge to work hard for our members, its Board and the next Roller Skating Association International President.

Respectfully submitted,

Michael Jacques

Vote in the 2014 RSAI Election!

Attend the 2014 RSA Convention and Trade Show in Las Vegas, NV from May 4 - 7 and participate in the election process. One vote per member rink. Vote will take place 9 am - 10:15 a.m. on Monday, May 5, 2014 during General Assembly at the Rio Hotel and Casino.

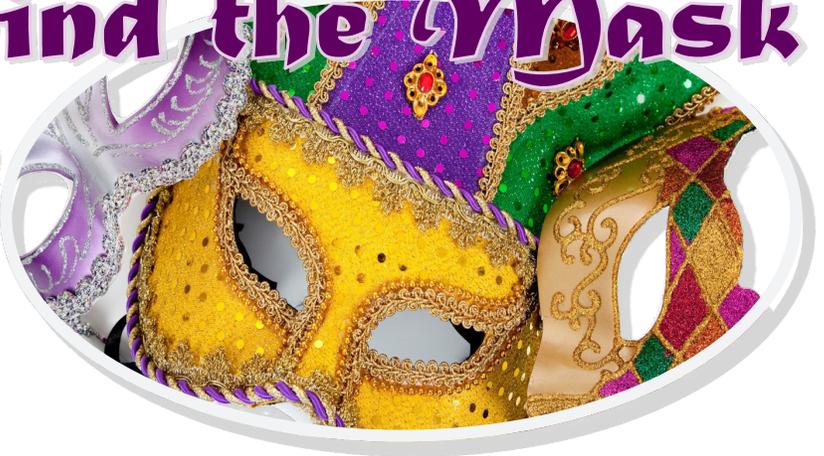
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Behind the Mask



Dear Delegate,

The Roller Skating Association International is excited to invite you back to the Rio All-Suites Hotel and Casino in Las Vegas, Nevada to celebrate and participate in the 77th annual RSA Convention and Trade Show.

Join us at the Rio All-Suites Hotel and Casino from May 4-7, 2014 for this exciting and educational event. Members who have attended the RSA Convention and Trade Show in the past at the Rio All-Suites Hotel and Casino know how large the facility is, well no worries, the RSA will have in house golf cart transportation solely for RSA members.

The 2014 convention has a superior line-up of educational seminars and social events. The speakers have been hand picked by the RSA Convention Planning Committee and brought together to share their expertise, their knowledge and their enthusiasm for this great industry.

The RSA Convention and Trade Show is the largest in the country designed specifically for the roller skating industry. This event is geared to owners, operators and managers of roller skating facilities.

2014 is an election year and the RSA members will be voting in a new President and Vice President at the RSA General Assembly on Monday, May 5, 2014. Your involvement in this election process is very important for the future of the RSA.

Mark your Calendar, book your travel, reserve your room and complete your delegate registration form. This exciting opportunity is just around the corner.

Sincerely,

Tina Robertson

President
Roller Skating Association International



Rio All-Suites Hotel and Casino

The Rio All-Suites Hotel and Casino Las Vegas is a great place to visit, and is located near the Vegas Strip, with a free shuttle service to and from the main strip. After an exciting time in the 120,000 square foot casino, visitors can relax at the spa, or one of the four pools available. The Rio is also home to some of the best shows and fabulous dining for all palates. Book your hotel reservation today and experience all that Rio Las Vegas has to offer.

VIP Treatment... Awaits YOU!!!!

When you register before March 28, 2014 you will be entered for a chance to win a Diamond Card, to receive free amenities for you and a guest. Drawing held Monday, May 5, 2014 at General Assembly.

Don't Delay REGISTER TODAY.

Please call 888-746-6955 by March 28, 2014 to make your room reservation. Please mention the RSA to receive a room rate of \$119.00/night. Check in is at 4 p.m. and Check out is at 11 a.m.

Behind the Mask

Time	Saturday 5/3/2014	Sunday 5/4/2014	Monday 5/5/2014	Tuesday 5/6/2014	Wednesday 5/7/2014
8:00 AM					
8:30 AM			Newcomer Breakfast 8-8:45 am	Breakfast w/IALDA 8-8:45 am	Newcomer Convention Reflections 8:30-9:30 am
9:00 AM			General Assembly President/Vice Presidential Election 9-10:15 am	Kooky Awards Marketing Seminar 9-11 am	Trade Show 9:30 am-1:30 pm
9:30 AM			Speed Traps, Pot Holes & Idiots..... Keynote Presentation 10:30 am-12 pm	S.R.S.T.A. What can we do for You? 11:15 am-12:15 pm	Promotions 2-3:30 pm
10:00 AM			Chapter Lunches 12:15-1:45 pm	Trade Show 1:30-5:30 pm	Open Mic 3:45-5 pm
10:30 AM			Shifting Gears & Changing Lanes 2-3:30 pm	Are you Leading or just in Charge 5:15-6:45 pm	President's Dinner Reception 6:30-7:15 pm
11:00 AM			Risk Management 3:45-5:45 pm	Getting School'd 5:45-6:45 pm	President's Dinner 7:30-11 pm
11:30 AM			Danger Zones 6-7:15 pm	SureGrip/Pacer Reception 8-10 pm	
12:00 PM			Entertaining Your Customers 5:30-7 pm		
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			Registration Desk Hours 7:30 AM - 6:00 PM	Registration Desk Hours 7:30 AM - 6:30 PM	Registration Desk Hours 7:30 AM - 4:30 PM



Sunday, May 4, 2014

Roller Skating Foundation Golf Classic

7:45 a.m. check in, 8:30 a.m. sharp tee time

\$150.00 participation fee includes golf, range balls, lunch, 1st, 2nd and 3rd place team prizes, \$200.00 prize for 50ft putt if made on practice green after play. If more than one person makes the putt, there will be a putt off to determine winner. Additional \$35.00 to rent clubs.

Roller Skating University: Red Rock Resort Education Tour & Lunch



9:00 a.m.—1:00 p.m.

Additional cost per person to attend: \$149.00 (first delegate), \$99.00 (second delegate from same rink). Lunch is included. Red Rock Managers will speak on their philosophy of entertaining their customers while on property, and how the different departments are involved.

Touching on their marketing strategies including campaigns with both positive and negative results, to the sales team customer service levels, and even how security operates with the least amount of disruptions to the customers.

Points of interest during the walking tour will consist of the following areas depending on availability and timing, so please note not all areas may be visited on the day of the tour.

- Regal Cinemas & IMAX Theater
- Bowling Center with VIP Lanes
- Event/Concert Amphitheater
- Pool Area
- Kids Quest Child Care Facility
- Arcade
- Slot Club/Loyalty Center

The educational tour will come to an end at the Feast Buffet where guests will have the opportunity to indulge in an array of cuisines. Hey, while in Las Vegas everyone has to visit at least one buffet...It's an unwritten rule!

Welcome Reception

5:00 p.m.—7:00 p.m.

Participate in the official kick off of Behind the Mask. Spend this time socializing and sharing business ideas with your fellow rink operators.



Monday, May 5, 2014

Newcomer's Breakfast

8:00 a.m.—8:45 a.m.

A special breakfast to honor our new members and first time attendees with a warm Roller Skating Association welcome.

General Assembly

9:00 a.m.—10:15 a.m.

Receive the latest RSA updates, share in the excitement of honoring the winners of the RSA's most prestigious awards and cast your vote for the next RSA President and Vice President.



Jay Gubrud, Keynote Speaker: Speed Traps, Pot Holes & Idiots

10:30 a.m.—12:00 p.m.

Speed Traps, Pot Holes & Idiots is designed to help your employees eliminate the everyday roadblocks to their success and maintain a winning mindset. Jay takes the best of all his programs and incorporates them into one dynamic look at how to obtain success both professionally and personally. Through this program, you will:

- Establish rewarding new mindsets.
- Discover the 4 major reactions to change and how to overcome them.
- Overcome the 4 fears that get in the way of change.
- Understand the 15 reasons why people don't take action.
- Learn proven strategies for healthy conflict with excellent outcomes.
- Find out how to get along with difficult people.
- Build instant and powerful connections with others.
- Realize how to give and receive feedback effectively.

Speed Traps, Pot Holes & Idiots will enable people with the ability to actually obtain their desired goals and results.



Chapter Lunch

12:15 p.m.—1:45 p.m.

This is a great opportunity to enjoy lunch, network, brainstorm and even have a casual meeting with members of your chapter.

Shifting Gears & Changing Lanes (Keynote Breakout) with Jay Gubrud

2:00 p.m.—3:30 p.m.

Whether an organization is growing or simply moving in a new direction, change is inevitable and happens at a dizzying pace. **Shifting Gears & Changing Lanes** will provide the tools to effectively navigate the road to change.



Convention Schedule

Through this program attendees will:

- Create powerful and productive expectations.
- Find out the 4 major reactions to change and how to leverage them.
- Establish rewarding new mindsets.
- Discover the top 15 reasons why people don't take action.
- Overcome the 4 major fears that get in the way of change.
- Break out of old roles, habits and beliefs.
- Learn proven methods to embrace the new and let go of the old.

Shifting Gears & Changing Lanes will enable people to accept change, confront their fears and move forward in a positive direction. Change is inevitable. Why not embrace it?

Ryan Burger: Disk Jockey Entertainment at the Rink
2:00 p.m.—3:30 p.m.

The most common type of entertainment at RSA member rinks and skating rinks in general has always been DJ music and will continue to be such. But how can you make it more exciting while appealing to all ages and make it fun for everyone. How can a rotation of styles of music serve you best? What should you look for in a DJ? What type of gear should you have? All of these are questions that we want to answer at this seminar. Have additional questions to be answered, be there and bring them with you! You can also email Ryan Burger, the seminar host at rb@mobilebeat.com and we can plan them into the seminar.

Risk Management with IALDA

3:45 p.m.—5:45 p.m.

IALDA has and continues to be the leaders in defending roller skating rinks. IALDA attorneys will speak on risk management and safety standards that help prevent and handle present and future legal issues. Please bring questions that the experts can provide advice on.

Billy Thompson: How your Pro-Shop can add to your Bottom Line

3:45 p.m.—5:15 p.m.

Your bottom line can grow with the help of your Pro-Shop. Billy Thompson will provide you the tricks he uses in his own facility to make this happen.

Kenny Cook: Entertaining Your Customers

5:30 p.m.—7:00 p.m.

It's not just about letting the customer in the door, it's about making them want to come back. Kenny will share his behind the mask secrets to entertaining the customer so they clamor to come back over and over again.

Danger Zones

5:30 p.m.—7:00 p.m.

All business owners/operators face danger zones in their businesses and roller skating rink owners/operators are not any different. Join your fellow rink operators to learn from their experiences what dangers hide behind the mask. This is a great opportunity to learn from others experiences.

Tuesday, May 6, 2014

Breakfast with IALDA

8:00 a.m.—8:45 a.m.

Join the roller skating legal experts as they introduce themselves and answer questions.

Marketing Seminar

9:00 a.m.—11:00 a.m.

Join the RSA Marketing Committee in honoring the finalists and winners of the 14th Annual Golden Kooky Media Awards, a favorite ceremony of many members. Afterwards, take home valuable insights to apply to your business from a fantastic keynote speaker. Lastly, come prepared with questions to ask the Marketing Committee about key RSA programs!

S.R.S.T.A.: What Can We Do For You

11:15 a.m.—12:15 p.m.

New programs to help the operator build classes in skating skills, achievement tests for speed and artistic skating! We have the whole package from class teaching complete with video, class structure and how to train a teacher for your facility if there is no one in the area. We offer class testing complete with awards for achievement to our members and information for owners/operators on what to offer and what to expect from your teachers. If your customers want to keep advancing, we can guide you through that also. We are here to service the RSAI member and bring those customers back again and again as they learn how to have more fun in your facility. Come see what we can do for you and what you can do for your customer.

National Federation of Independent Business

11:15 a.m.—12:15 p.m.

NFIB's mission is to promote and protect your right to own, operate and grow your business.

Founded in 1943 is America's leading small-business advocacy association. Whether the subject is health care or minimum wage, the NFIB will provide worth while useful information for your business.





TRADE SHOW

1:30 p.m.—5:30 p.m.

Shop, Shop and more Shopping. Meet and shop from the vendors that support and supply the roller skating industry.

Sharon McMahon & Lisa Dunham: Getting School'd

5:45 p.m.—6:45 p.m.

Learn a way to sell a in school skating program to the schools and how to operate the program once in the schools. Sharon and Lisa will share the program they received from another rink operator at an RSA Convention. They built upon this program and have successfully been in schools for over 10 years. Plan to attend and learn how to add another source of income to your bottom line.

Matt Heller: Are you Leading or Just in Charge

5:15 p.m.—6:45 p.m.

Ultimately leaders are defined by their results, and their results are a direct reflection of how they spend their time. Is it on the day to day operation, or taking the actions that will ultimately move your business forward? In other words, are you spending more time working ON your business, or IN your business? During this session, we will look at three critical components that set leaders apart from those who are just in charge. We will also discuss how to apply these in your business. They are: communicating, vision, mentoring employees and thinking and acting with long term strategy.



Sure Grip/Pacer Reception

8:00 p.m.—10:00 p.m.

Join us for a wonderful reception that is annually sponsored by Sure Grip/Pacer.



Wednesday, May 7, 2014

Newcomer's Convention Reflections

8:30 a.m.—9:30 a.m.

This special time is for new members and first time attendees to discuss and reflect upon their first RSA convention.

TRADE SHOW

9:30 a.m.—1:30 p.m.

Last chance during this convention to shop and socialize with your favorite vendors.

Matt Heller: The Myth of Employee Burnout

1:30 p.m.—3:00 p.m.

For years, employers have struggled with what many people refer to as "burnout" - a decline in motivation and morale that can happen over a period of time. Trying to reverse the effects of burnout often prove to be a very difficult - especially if we don't know what is really causing it. During this session, we will explore the conditions that lead to an employee burning out - and they may not be what you think. With the true causes determined, we can then discuss the specific actions and strategies needed to eliminate, or at least minimize, employee burnout.

Promotions

2:00 p.m.—3:30 p.m.

You know how to build a promotion but do you know how to really make your promotions pop? Come learn just how easy it is to wow your customers during an event. Attendees will receive a free gift from the RSA Promotions Committee that will aid them in taking their promotions to the next level.

When the Party is Over

3:15 p.m.—4:15 p.m.

This is an open panel seminar that will discuss and review what operators do to keep their birthday party business coming back! A panel of few operators will let you know what they do and also for you the attendee to bring ideas to the group. Facilitated by Charlene Conway, 2013 Rink Operator of the Year.

Shane Locklear & Keith Brainard: Open Mic

3:45 p.m.—5:00 p.m.

Bring your questions and your answers to this seminar. This is a great time for members to share their experiences while getting general roller skating rink questions answered from fellow members.

President's Dinner Reception

6:30 p.m.—7:15 p.m.

President's Dinner

7:30 p.m.—11:00 p.m.

Dinner, socializing and dancing with the band Easy Pieces is on the agenda this evening as RSA President Tina Robertson celebrates her second and final year of leadership.





Behind the Mask

Roller Skating Association International Convention & Trade Show



Make your RSA membership work for you: RSA members save more than 50 percent off the regular convention rate of \$675.00 by registering by Monday, March 31, 2014.

Not a Member: Join today and save on your convention registration, and enjoy all the membership benefits of the RSA, such as Pepsi rebates, endorsed insurance programs, online promotions, publications and much more.

Member Pricing: Delegate fees for 1st-4th include, full convention, full trade show and president's dinner. 5th Delegate or more includes full convention and trade show (president's dinner is separate fee). You may also purchase a one-day convention pass only or trade show admission only if not purchasing delegate package.

PLEASE NOTE: 3% Service Charge will be assessed on all Credit Card Registrations.

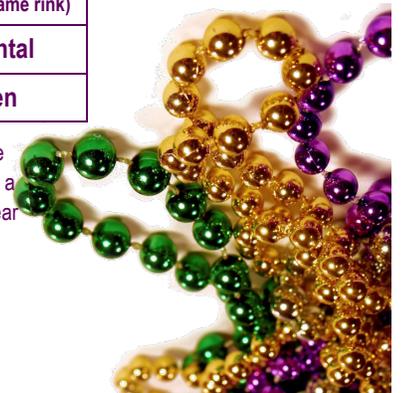
Delegate Category	Early Bird <i>by 3/28/2014</i>	Pre-Registration <i>3/28/2014-4/18/2014</i>	On-Site <i>After 4/18/2014</i>
1st Delegate	\$325.00	\$375.00	\$425.00
2nd Delegate	\$325.00	\$375.00	\$425.00
3rd Delegate	\$275.00	\$325.00	\$375.00
4th Delegate	\$275.00	\$325.00	\$375.00
5th or more (each)	\$175.00	\$225.00	\$275.00
Convention Day Pass	\$150.00/day	\$150.00/day	\$150.00/day
Trade Show	\$75.00	\$75.00	\$100.00

Non-Member Pricing	Early Bird	Pre-Registration	On-Site
Delegate	\$675.00	\$675.00	\$675.00
Trade Show	\$125.00	\$125.00	\$125.00

Additional Program Fees		
RSU (Roller Skating University)	\$149.00 (First Delegate)	\$99.00 (Second Delegate from same rink)
Golf Foundation Classic	\$150.00 Per Person	\$35.00 Club Rental
Additional President Dinner Tickets	\$100.00 Adults	\$40.00 Children

Quick Tips

Casual Attire is appropriate for most RSA functions. Average temperature during May in Las Vegas is 88F for a high and 66F as the low. We are in a very well air-conditioned hotel so dressing in layers is advisable. Also, wear comfortable shoes, the hotel is large and the walk is quite a distance.





Please complete this form in its entirety. Should you have questions, please call Tina Robertson at 317-347-2626, ext. 103 or email at convention@rollerskating.com. When completed, fax registration and any other forms to 317-347-2636, email to convention@rollerskating.com or mail to Roller Skating Association International, 6905 Corporate Dr., Indianapolis, IN 46278. To receive membership information, please call Stacy at 317-347-2626, ext. 108, email membership@rollerskating.com or visit www.rollerskating.org. Payment is required in full in order to register.

Contact Information

Name:	Center Name:
Address:	City/State/Zip:
RSA Member #:	Best Phone to Reach You On:
Email:	Website:

Registration form instructions: Write the first and last name of each attendee. Delegate fee is found on the reverse side under the registration fee category. Delegate fees for 1-4 delegates are inclusive of all events except for roller skating university (RSU) and golf. Delegate fee for the 5th delegate and more are inclusive of all events except for roller skating university (RSU), golf and president dinner.

First	Last Name	Delegate Fee	Trade Show or Day Pass	Roller Skating University	Foundation Golf Classic	Additional Dinner	First Timer Yes or No
		\$	\$	\$	\$	\$	
		\$	\$	\$	\$	\$	
		\$	\$	\$	\$	\$	
		\$	\$	\$	\$	\$	
		\$	\$	\$	\$	\$	
		\$	\$	\$	\$	\$	
		\$	\$	\$	\$	\$	
	Column Totals	\$	\$	\$	\$	\$	

PLEASE NOTE: 3% Service Charge will be assessed on all Credit Card Registrations.

GRAND TOTAL: \$ _____

Other Information

Persons with disabilities, please indicate special needs: _____

Convention and RSU Cancellation Policy: Thirty days prior to the convention date, a full refund, less a \$75.00 processing fee will be issued. Less than 30 days, no cash refund; the full registration fee, less a \$75.00 processing fee will be applied to next years convention. There will be no refund or further credit if member or non member does not attend the following year. Please note, any cancellations must be provided in writing and refunds are not guaranteed until after the event.

Payment Information

RSA Member ID#: _____ Check #: _____ (Please make checks payable to Roller Skating Association Int.)

Credit Card #: _____ Expiration Date: _____

Security Code found on back of Master Card, Visa and Discover. Security Code found on front of American Express: # _____

Name on Card: _____

Billing Address for Card: _____

City/State/Zip: _____ Signature: _____



Annual Golden Kooky Awards



Each year, the Roller Skating Association holds the Annual Golden Kooky Awards to give recognition to the best websites, flyers, TV commercials, radio commercials and direct mail advertising materials in the roller skating industry. Each entry is judged on design, usability, representation, content and more. Awards are given in each category and members are encouraged to submit their best materials. Once awards have been given, a CD and/or book will be available for purchase at the RSA Convention that will include all flyers submitted to give members new ideas and inspiration for the upcoming year.



TO PARTICIPATE:

Participation is FREE. All flyers submitted electronically must be as PDF files less than 5 MB and emailed kookyawards@rollerskating.com. You may alternately submit your flyers by mail to the address below. Skating centers that submit flyers will receive the final CD of all submitted flyers at a discounted rate. Any flyer not complying with competition rules will be discarded.

Name:	Center Name:
Address:	City/St/Zip:
RSA Member #:	Best Phone to Reach You On:
Email:	Website:
Name of Person (s) from your center who will be accepting the award:	

Categories

Deadline: March 28, 2014

(PLEASE INDICATE CATEGORY YOU ARE ENTERING. PLEASE COPY THIS FORM AND SUBMIT ONE FORM FOR EACH INDIVIDUAL ENTRY.)

<input type="checkbox"/> Website	<p>Websites will be judged on the following items:</p> <p>Design, Structure and Navigation: Does the design draw you in and make you want to explore the site? Is the site well structured? Is it easy to navigate through the site?</p> <p>Content: Is the site complete, up-to-date and clear (is it easy to find information for user)?</p> <p>Overall Experience: Would you recommend family and friends visit the site? Does it innovate (interactivity or virtual community)? Did you enjoy visit and learn something?</p>
<input type="checkbox"/> TV Commercial	Television advertisement that best represents the nominee's skating center through the use of video production and demonstrates creativity. Please submit on DVD in Windows Media Video format (.WMV), (.MOV), or (MPG) format.
<input type="checkbox"/> Radio Commercial	Radio advertisement that best represents the nominee's skating center through the use of audio production and demonstrates creativity. Please submit on CD in Windows Media Audio Format (.WMA), or (.MP3) file.
<input type="checkbox"/> Direct Mail	A direct mail piece is sent through the postal service-multiple formats include catalogs, self mailers, post cards and envelope mailers. Please submit via e-mail (5 MB or less) as PDF files or on CD or DVD as PDF files.
<input type="checkbox"/> Black/White Flyer	<p>Please select a category:</p> <p>____ Parties ____ Miscellaneous ____ Holiday/Special Event ____ Schedule/Calendars</p> <p>THE SAME FLYER CANNOT BE JUDGED IN BOTH BLACK/WHITE AND COLOR FLYER. Copy this form and include one form per flyer. Send only color flyers for color entries and black/white flyers for black/white entries. Submit via email (5 MB or less) as PDF files or CD or DVD as PDF files.</p>
<input type="checkbox"/> Color Flyer	<p>Flyers will be judged on the following items:</p> <p>Design: Is the design appealing? Does it make you want to read the flyer?</p> <p>Content: Is the flyer content complete and clear? Is it text heavy, or does it use images, white space and other visual content?</p> <p>Overall Experience: Was the information informative for your family and friends? Overall, did you get excited about the event?</p>

Return To: Roller Skating Association, 6905 Corporate Drive, Indianapolis, IN 46278



ROLLER Skating FOUNDATION

Giving Together... For a Better Tomorrow



JBL TRINITY GROUP, LTD.
presents

Support safe skating and college scholarships by playing in the RSF golf classic located at Siena Golf Course at 10575 Siena Monte Ave., Las Vegas, NV 89135 on Sunday, May 4, 2014. Lunch will be provided. For more information on the course please call 888-689-6469 or visit www.sienagolfclub.com.
SIGN UP TODAY AND SUPPORT SAFE SKATING & COLLEGE SCHOLARSHIPS.

Roller Skating Foundation Golf Classic

Exhibitor Information

Name:	Company Name:
Shipping Address:	City/State/Zip:
RSA Member #:	Best Phone to Reach You On:
Email:	Website:
List Home Course:	
Preferred Partners:	

Registration Fee & Payment Information

Registration fee is \$150.00 per player. The registration fee includes golf, range balls, 1 mulligan per side and 20% discount in pro-shop. Additional \$35 to rent clubs.

Payment Type: Check Credit Card Credit Card Number: _____ Security Code: _____ Exp. ____/____

Name on Card: _____ Signature: _____

Billing Address: _____ City/State/Zip: _____ Total Cost: _____

3% Service Charge will be assessed on all Credit Card Registrations.

Golf Tournament Details

About the Course: Siena features an ideal blend of doglegs and straightaway holes, a mix of slender and ample fairways, a balance between benign and rugged green complexes. Yet without exception, the course offers a host of shot-making options and plenty of grassy bail-out areas when the occasional shot gets away.

Fees: \$150.00 participation fee includes golf, range balls, lunch, 1st, 2nd and 3rd place team prizes, \$200.00 prize for 50ft putt if made on practice green after play. If more than one person makes the putt, there will be a putt off to determine winner. Additional \$35.00 to rent clubs.

Time/Format: Check in time is 7:45 a.m., golf begins at 8:30 a.m. sharp. 2 person scramble with 4 players per team. Golf registrations due by April 25, 2014. NO LATE ENTRIES, NO EXCEPTIONS. The RSA golfers will be teeing off with tee times not shotgun, so slots will not be available after April 25, 2014 unless we have a scheduled tee time come available.

Thank you to our Sponsors





2014 Silent Auction Donation Form

The Roller Skating Foundation is a 501(c)3 corporation operated exclusively to raise money for education programs, self-esteem and safety programs, and generally promote fitness through roller skating. The Foundation operates for the following charitable and education purposes:

- * To promote physical fitness and to help build self-esteem among school age children and discourage unsafe and undesirable activities by providing them with a constructive alternative to becoming involved in drugs and crime.
- * To establish and provide scholarships and grants to deserving high school and undergraduate students in furtherance of their undergraduate educations.
- * To promote family values by providing families with opportunities to participate together in the sport of roller skating.
- * To promote safety and risk management programs.
- * To receive, administer, distribute and expend funds, gifts, donations, bequests, contributions and other receipts of money or property of every kind of nature in furtherance of the Roller Skating Foundation's charitable and educational objectives and purposes.

Each year, the Roller Skating Foundation hosts a silent auction at the RSA Trade Show to raise funds to support the mission of the Roller Skating Foundation. We encourage you to donate a product or service to the Roller Skating Foundation's Silent Auction.

This year's event will be held during the 77th Annual Roller Skating Association Trade Show on May 6-7, 2014. In return, you will receive extra publicity in publications and throughout the convention and tradeshow. The Roller Skating Foundation is a 501(c)3 non-profit organization founded in 1996 to benefit the Roller Skating Foundation. **ALL DONATIONS ARE TAX-DEDUCTIBLE.**

Products or Services to be donated:	
Retail Value:	Suggested Bid:
Company or Individual Providing Donation:	
Contact Person:	Address:
City/State/Zip:	Phone:
Email:	Website:
Deadline: March 28, 2014	

Please send this form to the Roller Skating Foundation via fax 317-347-2636, email foundation@rollerskating.com or mail to Roller Skating Foundation, Attn: Silent Auction, 6905 Corporate Drive, Indianapolis, IN 46278. If you have any questions, please call Stacy Thomas at 317-347-2626 ext. 108 or email membership@rollerskating.com.

Behind the Mask



Red Rock Resort Educational Tour & Lunch

Guests will be whisked away via a (55) passenger luxury coach for an off-site educational tour of the Red Rock Resort. Our Tour Guide will accompany the group sharing history of Las Vegas during the bus ride over, surprising them with tidbits and facts of yesteryear. Our guide will also assist in the loading and disembarking of the vehicle and will escort the group to their meeting destination to kick off their Red Rock Resort Educational Tour in the Rocks Lounge.

Taking the idea of a classic Las Vegas lounge and bringing a modern twist to it, Rocks Lounge provides a sophisticated yet energetic venue for the live music lover nightly. While the Rocks Lounge doesn't have quite the same energy during the daytime, it offers a unique atmosphere for the speaking portion of your educational tour which will be a welcomed change for your guests after sitting in ballrooms all day.

Red Rock Managers will speak on their philosophy of entertaining their customers while on property, and how the different departments are involved. Touching on their marketing strategies including campaigns with both positive and negative results, to the sales team customer service levels, and even how security operates with the least amount of disruptions to the customers.

Points of interest during the walking tour will consist of the following areas depending on availability and timing, so please note not all areas may be visited on the day of the tour.

- Regal Cinemas & IMAX Theater
- Bowling Center with VIP Lanes
- Event/Concert Amphitheater
- Pool Area
- Kids Quest Child Care Facility
- Arcade
- Slot Club/Loyalty Center

The educational tour will come to an end at the Feast Buffet where guests will have the opportunity to indulge in an array of cuisines. Hey, while in Las Vegas everyone has to visit at least one buffet... It's an unwritten rule!

Sign up on the convention registration form and don't miss this Exciting and Educational Opportunity!

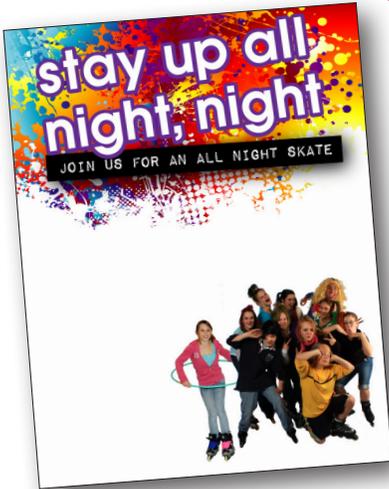
\$149.00 First Delegate
\$99.00 for Second Delegate
from same rink



Free Promotional Flyers for Members

Find these easily formatted promotional flyers of the month with instructions in every issue of RSA Today E-newsletter!

◀ May: Stay Up All Night, Night



FOOD

- At midnight, offer an “all you can eat” special for two hours, such as pizza and pop/soda (or hot hogs, whichever is easier).
- Candy/snack items: Cotton Candy, Air Heads, War Heads, Jolly Ranchers, Laffy Taffy.
- Breakfast Items: Milk, orange juice, cinnamon rolls, muffins.

GAMES

- Hillbilly Races – on skates – one skate; no skates – one lap each.
- Wheel Barrow race – skates on your hands. Pick up feet and go one lap.
- Paper towel pass (with plastic on paper towel) like musical

chairs.

- “Potato pass” under your chin.
- Mummy Wrap – with jumbo junior rolls of toilet tissue.
- Lemon Race – panty hose tied around a person with a small orange centered inside one leg of panty hose (tied off on one leg) and dangling between your legs. Must move the lemon two to three feet to win, by swinging the orange between your legs.
- Dancing (no skates) in the center of a circle while people are skating outside center

PRIZES

- Free admission passes.
- Icee (frozen slush) drinks.

- Food combo meals – pizza and pop/soda, hot dog and pop/soda, pretzel and pop/soda.
- Snack Bar coupons.
- Redemption center (prize shop) coupons.

MUSIC

- All Current top 40 hits.
- Michael Jackson’s Thriller
- 1812 Overture (the dramatic part) for the lemon races.
- William Tell Overture for the for the wheel barrow races.
- Green Acres Theme song for the hillbilly races.

June: Summer Solstice Celebration: June 21, 2014 ▶

CONCEPT

- Late Skate
- Sunglasses, Hawaiian Shirts, Grass Skirts, etc.

ACTIVITIES

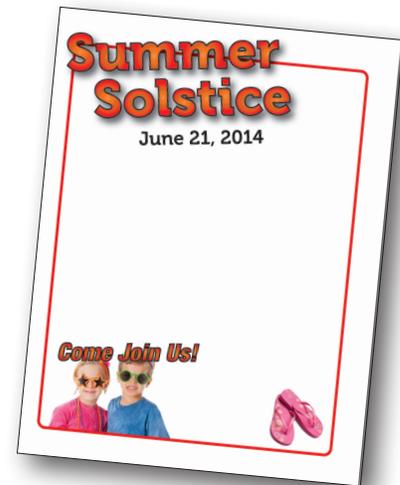
- Hula Hoop Limbo
- Swim Ring Hula Hoop Race (Big Book of Games p.80)
- Day at the Beach (Big Book of Games p.85)
- Beach Ball Toss (Big Book of Games p.12)
- Water Noodle Games (Big Book of Games p.129)
- Sandal Scramble/Flip Flop Frenzy (Big Book of Games p.79)
- Noodle races
- Balancing egg game (*add an interesting twist by making players carry the spoon in their mouths).

FOOD

- Sun and Moon Cookies
- Flip Flop Cookies : <http://www.pinterest.com/pin/353391901981370237/>
- Fun in the Sun Cookies: <http://www.pinterest.com/pin/353391901981370223/>
- Cherry Limeade Cupcakes : <http://www.pinterest.com/pin/36310340717837863/>
- Run a drink special: ½ price drinks until dark
- Run a special in your concessions when songs with the word ‘sun’ play (see music for song suggestions).

MUSIC

- 40 Miles From the Sun – Bush
- A Place in the Sun - Hoodoo Gurus
- Black Hole Sun - Soundgarden
- Blame It on the Sun - Stevie Wonder
- Don’t Let The Sun Go Down On Me - Elton John
- House of the Rising Sun - The Animals
- Ain’t No Sunshine – Bill Withers (1971)
- Aquarius/Let The Sunshine In – 5th Dimension (1969)
- Black Hole Sun – Soundgarden (1994)
- Blister In The Sun – Violent Femmes (1982)
- Cheap Sunglasses – ZZ Top (1980)
- Soak Up The Sun – Sheryl Crow (2002)
- Sunburn – Muse (2000)
- Sunglasses At Night – Corey Hart (1984)
- Sunrise – Norah Jones (2004)
- Turn Up The Sun – Oasis (2005)
- Waiting For The Sun – The Doors (1970)
- Walkin’ On The Sun – Smash Mouth (1997)
- When The Sun Goes Down – Kenny Chesney & Uncle Kracker (2004)
- The Sound of Sunshine by Michael Franti & Spearhead
- Pocket Full of Sunshine – Natasha Beddingfield
- Sunshine – Lil Flip (feat. Lea)
- In The Sun – Coldplay



PRIZES

- Cheap flip flops and sunglasses
- Movie Releases:
- Ninja Turtles
- Edge of Tomorrow
- 22 Jump Street
- How to Train Your Dragon 2
- Think Like a Man Too
- Transformers 4

ORDER TODAY!

Do you have a copy of the Big Book of Games? Call today to order at 317-347-2626 Ext. 112. Over 250 games and thousands of extra promotions and ideas!

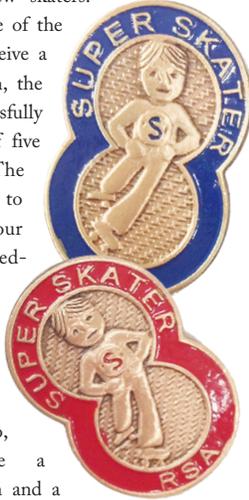


Join the Super Skater Contest!

WHAT IS THE SUPER SKATER CONTEST?

The Super Skater contest is a ready made program teaching basic roller skating skills and is a simple, easy and effective way to encourage new skaters.

To pass level one of the program and receive a Super Skater pin, the skater must successfully perform three of five basic skills. The skater is required to demonstrate four of six advanced-beginner skills to pass level two of the program. Upon successful completion of level two, skaters receive a Super Skater pin and a certificate recognizing their achievement. A nominal fee of \$3 is charged per test; pins can be purchased in advance.



WHAT DOES THE PROGRAM TEACH?

The Super Skater program offers attainable goals, increases a skater's confidence and enthusiasm for roller skating; teaches safety and proper technique which prevents injury to skaters; allows beginning skaters to build a strong foundation of basic skills; and, tests are based on individual performance, so there is no pressure of competition.

HOW DO YOU PARTICIPATE?

- Visit www.rollerskating.com and click on "Achievement Program" at the top, and then on "Super Skater" on the right sidebar to download forms and documents.

- Set up Super Skater classes to teach the basic skills needed for level one and/or two. Don't have an experienced skater to teach the program? Download the "Teaching a Non-skater to Teach Beginning Skating" curriculum from the website at no cost. You'll find out how anyone can teach basic skating skills required in the Super Skater program.

- Have one or three judges present when your skaters are ready to be tested. Judges must be 15 years of age and knowledgeable of skating skills.

- Turn in the test forms and \$3 fee per test to the RSA office and we will send out your Super Skater pins and certificates.

HOW DO YOU MARKET TO KIDS ATTENDING A PARTY?

While kids are excited about skating, you can make sure they leave with Super Skater information:

- Hand out a schedule of lesson times.
- Create a pass or gift card for a free Super Skater lesson to encourage them to return.
- Give them a "two for one" coupon for Super Skater lessons.
- Give kids a coupon where they will get a discount or free snack bar item when they sign up for the Super Skater program.
- Waive the admission fee if a skater brings a friend for the lesson.



WHAT CAN COACHES/RINKS WIN?

Keep track of the Super Skater tests you give as a coach or a rink and win! The rink and coach with the most Super Skater tests given will receive a plaque and a \$50 Visa gift card.

WHAT IS THE DEADLINE?

Contest starts March 1 and ends April 30. All paperwork must be completed and returned no later than May 10 to be considered. No exceptions to deadline.

Mail your forms (available at www.rollerskating.com under Achievement Program >> Super Skater >> Skater Forms) to: Roller Skating Association, Attn: Super Skater Contest, 6905 Corporate Drive, Indianapolis, IN 46278, P: 317-347-2626, F: 317-347-2636.

Questions? Email achievement@rollerskating.com or call 317-347-2626 Ext. 106.

Contest Starts March 1 and ends April 30

Forms available at www.rollerskating.com >> Achievement Program >> Super Skater >> Skater Forms



Custom Rentals

NEW CUSTOM QE7

**"Have
it
Your
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Working Together to Better Your Facility

It's no secret that in today's world we are all working that much "harder" to attain our goals. We have become so busy, in fact, that we seldom take the time to educate ourselves on working "smarter." Perhaps we are stuck in a routine or live with the motto, "If it ain't broke, don't fix it." But the truth is, if we are not keeping up with the current trends, educating ourselves on new technologies and exploring other potential relationships and revenue streams, then we are not fulfilling our full potential. The unknown can be a scary place and until we arm ourselves with the right knowledge and join together as one amusement industry, we limit ourselves and our businesses.

The American Amusement Machine Association (AAMA) is committed to building our relationship with the Roller Skating Association and its members. We believe that we are all part of one amusement industry that needs to stick together if we are going to survive and thrive.

As we look to the future and our relationship with the RSA, our goals are to introduce location owners and operators to new revenue streams, and to offer education on implementing those through marketing and promotions.

We had the pleasure of meeting with many of you who visited the AAMA Pavilion at the RSA Convention and Trade Show. Our exhibiting members were happy to spend time talking with those interested in learning about our industry. We also offered RSA members complimentary badges to our spring event, Amusement Expo. If you registered for a complimentary badge, you should have received an email from W.T. Glasgow regarding your registration. We hope you are able to join us.

As we prepare for the upcoming Amusement Expo, co-owned by the Amusement & Music Operators Association (AMOA) and co-located with the National Bulk Vendors Association (NBVA), we carry that educational focus into our new show format.



President, Tina Robertson; Vice President, Bob Housholder; and Executive Director, Jim McMahon present the AAMA with the Best New Booth Award at the 2013 RSA Trade Show.

On Tuesday, March 25, the Las Vegas Convention Center will be host to an extensive schedule of educational seminars. The four core target groups will be Management, Operators, FEC Focus and Technical training. The day will kick off with a *Pre-Game Coffee and Player Networking*, followed by the keynote address by world renowned Creativity and Innovation Consultant, Gregg Fraley.

The addition of the FEC/Location component to this year's educational lineup is very exciting for us, as we have had the opportunity to speak with many of the RSA members during past events and are learning about the issues that affect your businesses. Topics slated for your interest are *Learn How to Market Your Card Swipe System, Promotions and Fun and Games to Play in Your FEC, Trends in Marketing and Social Media, FEC Financing and How to Use It, Government Relations Update, and FEC Hot Topic Rapid Fire Roundtable*. End the day by attending the *Extra Innings: Player Networking II* and have a couple of beers with your peers.

Spend the next two days on the trade show floor, as Amusement Expo 2014 kicks off, offering the most exciting new amusement equipment and supplies on the market. With so much to see and learn, we encourage you to take the trip to Vegas next month - your business will

be better because of it. AAMA would like to extend the complimentary badge offer to all current RSA members. If you are interested in attending the Amusement Expo 2014, please email me at tschwartz@coin-op.org. For full trade show details, visit www.amusementexpo.org. If you are unable to attend but have questions or are looking for information on amusement/redemption for your business, please do not hesitate to contact me.

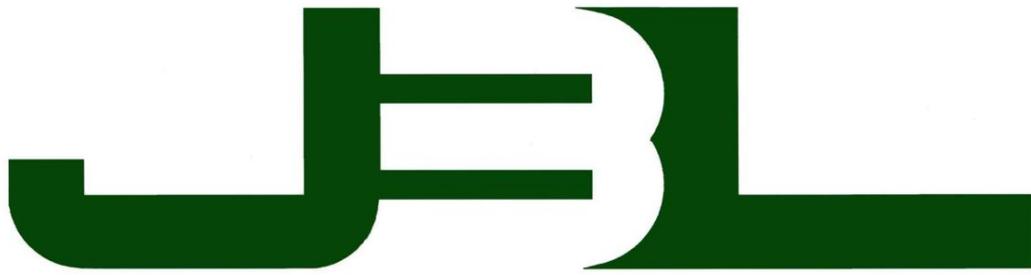
Don't forget to stop by the AAMA Pavilion at the 2014 RSA Convention and Trade Show. We would love to visit with you. Going forward, we hope to continue to grow the relationship between the AAMA and RSA. We share many interests and if we work together, we hope to continue to build a successful world of fun and games.

ABOUT THE AUTHOR



TINA SCHWARTZ

Tina Schwartz is the AAMA Business and Finance Manager. She can be reached at tschwartz@coin-op.org.



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Family Business Planning - “The Keep/Sell Decision”

Every business owner, including myself, is faced with having to answer this question, “Will I sell or keep this business?” Having worked with business owners for well over thirty years, I contend it will likely be the most important question you will face in your entire career and frankly, the earlier the decision is made the better.

Why so? Because it forces you, the owner/operator to focus on why you have elected to establish, fund, operate and grow the business from its very inception. It forces the owner to determine “what matters most” with regard to his or her financial outcome. It requires having to identify lifestyle desires, shared interests and concerns with one’s spouse or other family members, as well as having to deal with any legacy objectives. These are critically important decisions to be made, preferably on the front end of a serious investment.

So my purpose in sharing my thoughts on this subject is to help move you forward with this decision and hopefully toward a course of action which will be consistent with what you want most for yourself and family.

The “Keep” Decision

In my career I’ve rarely been associated with the very beginning of any business activity. In fact, I’ve rarely been associated with any business that isn’t already well established and operating profitably. However, if I was given this opportunity, the first thing I would have the prospective business owner/family determine is how this enterprise is going help him/her realize their personal financial and lifestyle goals and from this point forward, make certain the business is organized, funded and operated with this objective in mind. At the very foundation of this exercise would be the “keep v. sell decision.” Every major operating, managerial, financial or capital expenditure decision is impacted by this decision.

For example, my usual setting is a situation where the owner/operator has proven to be a survivor and the business success enjoyed to date has been largely due to good fortune,

good timing, a good idea realized, and the owner’s personal passion to succeed. Let’s assume somewhere along the way the decision was made to keep the business “in the family.” Perhaps the owner foresees never having to retire, never having to surrender control, always having a retirement paycheck. I’ve seen too many situations where the owner failed to build personal wealth outside of the business and therefore is dependent on the business to maintain his/her lifestyle during retirement.

Were these desires clearly shared with the next generation, or are they part of some hidden agenda? Has the next generation been fully integrated into the operational and managerial aspects of the business? Have they been properly or professionally trained to operate the business? As we know, the failure rate for multi-generational businesses in this country is quite high. Another question that should be addressed is whether any of the family members who will be involved in the business have established relationships and garnered the respect necessary to be effective with the company’s lenders and vendors? These are all fair and necessary questions that must be asked and answered.

Well, as we also know, our children often times have other ideas in mind. The son or daughter, having seen the energy required from their parents to drive the business forward, the financial risks taken and personal sacrifices often required may elect to go another direction. Perhaps the next generation has ideas for the business and/or personal income and lifestyle desires that conflict greatly with dear old Dad and Mom. To compound matters further, if you were counting on keeping the business in the family, there is a very high likelihood that maximizing profits inside the business was not sought. I’m thinking every effort was made to minimize profit so as to minimize taxes. Now that the business retention decision has gone down the drain, there isn’t an attractive track record of earnings for a prospective buyer to consider. Wouldn’t you



want to know these things in your 50’s, as opposed to your 60’s?

The cure for such an outcome is to address the keep/sell decision as early as possible. Consider all the different opportunities in light of your personal financial and lifestyle goals. Insure the channels of communication between the first and second generation remain open and that the dialogue is both frank and sincere. And, if you think appropriate, don’t overlook what may be in the best interests of the grandchildren, even if there are none present at the time. Following this decision, the approach can also be with estate equalization concerns where one child is participating in the business and other siblings have elected to go an alternative direction.

In closing, I’ve focused on just one aspect of the decision process, the “Keep” option only. The next bimonthly Roller Skating Business publication will include my observations regarding the “Sell” option. In the interim, remember – your wealth matters!

ABOUT THE AUTHOR



MICHAEL D. PUCKETT

Michael D. Puckett, AIFA®, CFP® is President of CFG Wealth Management Services, Inc., an independent Registered Investment Advisor, offering integrated advice and asset management services to individuals, families and institutions seeking objective advice, disciplined processes and fiduciary level accountability in the management of their financial and investment affairs. He and his company has served RSA and its members for more than 20 years. For more information on CFG Wealth Management Services, call 888-234-9674 or visit www.cfgwms.com. Questions? Contact Michael Puckett, AIFA®, CFP®, CFG Wealth Management, 888-234-9674 or email mpuckett@cfgwms.com.

What Was Roll-A-Thon '77?

In 1977, Swiss-American, Elisha Burr, attempted a rolling skating feat. In a self-imposed 36-hour time limit, Burr stated he could skate the 250-kilometer journey from Manila to Baguio City in the Philippines. This record-setting act would end at 5:00 p.m. on July 4, 1977, the nation's Independence Day. This celebrated event gained publicity throughout the region and the skating world known as Roll-A-Thon '77.

Known for performing extreme feats, the 22-year-old Burr accepted this new challenge – he was not one to deny such an opportunity. Burr did not back down from a challenge and liked to succeed where others failed. At over 239 hours, Burr held the world record for marathon skating. After this challenge, Burr wanted to break a world record for longest unicycle ride. Nothing stood in his way.

The day-and-a-half journey took Burr across the island nation of the Philippines. With his route, Burr aimed to travel through thirty municipalities and seven provinces. Opinions were split as to whether Burr could accomplish this feat. Main locals had their doubts. Most said it was impossible. Others thought Burr could finish but not within his given time frame. Still others figured Burr could triumph. Some skaters even wanted to follow along as far as they could. However, the government stepped in and said only Burr was to attempt the journey, according to the Department of Public Highways.

To prepare, Burr trained fervently. He wanted to gain and build his muscles for the long skate. Also, to build lung capacity, Burr practiced his bagpipes. It took a lot of air to keep the bagpipe full, building his lung endurance.

As for nutrition, Burr chose a very specific diet to intake while skating. He wanted mainly fresh fruits and vegetables. Cabbage, lettuce, carrots, celery, and tomatoes went with fruits like bananas, apples, oranges, and pineapples. He would drink only fruit juices like orange and pineapple. In addition,

he planned on ingesting high-protein tablets.

Outfitted in his white shirt and green sweatpants, Burr began his journey at 5:00 a.m. on July 3, 1977. Beginning at Rizal Park in Manila, Burr started at a leisurely pace while the sun remained below the horizon. He then shifted to a higher gear at Taft Avenue when cycle cops cleared the way. His new pace was then eighteen km/hr.

Upon entering MacArthur Highway, Burr had to slow down a bit to counter the rough road. It was very hard on his ankles and knees. But with daylight approaching, he again picked up speed now that he could visually avoid the potholes. His speed topped out at twenty km/hr, and he could cover one kilometer in three minutes. However, his average rate on smooth roads was twelve km/hr.

Burr decided to take his first break, for lunch, after skating sixty-six kilometers. Having covered a quarter of the total distance, Burr knew at this time he could not keep pace to finish within his 36-hour time limit.

With each stride the obstacles intensified. Drowsiness and extreme exhaustion set in halfway through the race. He also had unbearable blisters on his feet. Medics applied oil winter green to his back to relieve the strain of leaning forward to maintain pace. Burr even took catnaps while being treated.

At the 5:00 p.m. deadline on July 4, Burr was still thirty-five kilometers away. Sitting in a parked Red Cross van, Burr rested with refreshments in Rosario. He knew this last leg of the race would be the most difficult: the 5000-foot climb to the finish.

Once Burr entered Kennon Road, the 28-kilometer ascent seemed daunting. Although he practiced on this road in weeks past, he had never been this exhausted before the climb. To conquer the mountain



Elisha Burr skates Downeast in 1975

Burr developed a technique known as “tow & roll.” He glided upwards and applied the break at the end of this roll then did the same with the other foot. This tactic helped Burr defeat the mountain.

Burr entered Baguio City at 4:45 a.m. on July 5, 1977. There was little celebration to greet him as the victory party was scheduled for the previous afternoon. Although arriving eleven hours and forty-five minutes late, Burr finished the race. Burr said, “I never thought it could be this difficult.”

Medical examiners gave Burr a thorough checkup afterwards. He had eighteen blisters on his feet, nine on each foot. They also claimed Burr lost no less than ten pounds over the journey.

Although the journey was very difficult, things could have been worse. The weather remained pleasant. Mostly cloudy throughout, the heat never became extreme. Also, drizzle helped keep Burr cool while avoiding a downpour. Had these two aspects been different, the outcome would become much more difficult to achieve.

After conquering the heat and incline, Burr received a key to the city from Mayor Luis Lardizabal of Baguio City. They also presented him with the Friendship Trophy for outstanding athletic achievement. Mariwasa awarded Burr with a motorcycle to take with him back to veterinary school. Roll-A-Thon '77 ended with success.

Burr eventually donated his awards from this journey to our museum. Now the story of Elisha Burr and the 250-kilometer journey remains preserved in our archives.

ABOUT THE AUTHOR



JAMES VANNURDEN

James Vannurden is the Director and Curator of the National Museum of Roller Skating in Lincoln, Nebraska and contributing writer for the Roller Skating Association. If you would like to contact James to make a donation or to add to the collection of historical items at the museum, please call 402-483-7551 or email directorcurator@rollerskatingmuseum.com.

Get Involved! The Importance of Chapter Meetings

Wine tastings, trips to Puget Sound, NFL games, barbecues and cocktail parties! Does any of that sound like your typical boardroom meeting? Hopefully not! Each of these fun events have been part of RSA chapter meetings. From California to Florida, each meeting is a unique and fun way for owners and managers from each region to get together and talk about what they love most – roller skating!

From Skate Mates to social media, chapter meetings are a perfect way for owners, operators and managers to get together and share their ideas for the benefit of the industry, and of course – to help make more money!

What Can You Find

The basic format for any chapter or regional meeting is simple: get together to

talk about skating. But that is where the similarities end. Some chapters organize a series of seminars, others plan a group outing like a wine tasting giving them time to socialize and share ideas, while others do a combination of both.

Gary Englund, owner of Skagit Skate and President of Section 1 said that for one of their section meetings the chapter organized an outing in conjunction with a Seattle Seahawks football game – everybody had a blast getting together outside of the traditional setting.

At many chapter meetings, there are usually vendors such as Riedell or Suregrip, depending on the area and preferences of the chapter. Many chapters choose to host their meeting in conjunction with a retailer like RC Sports and have a mini trade show at the same time.

of laughter. Sharing experiences from rink events or stories of disasters averted is a great way to get to know other rink owners in each area and strengthen the network that keeps the industry alive. Several chapter directors admitted that the seminars and talks are informational and extremely useful to their business, but the best part is getting to know fellow rink owners who just might have the solution to something that they're looking for.

David Jacques, Section 2 Vice President said, "Personally, when I go, I sit and chat with other rink owners; I always come away with a good idea."

Additionally, travel expenses like gas and some room costs can be written off as a business expense come tax time," said Darrin Johnson, President of Section 4. Any type of travel that aids in business is tax deductible.

"I look forward to the meetings," said Justin Byers, President of Section 13, "It's one thing to be on a big trade show floor, but [at chapter meetings] you get a chance to really connect with vendors – it's more than just a business, it's a relationship."

Ronald Parmley, Section 8 President said, "We just try to give something to everyone, all different types of operators from small cities, to medium and large cities."

Keeping it Fresh!

"For one meeting we brought in a police officer that was well-versed in gang activities," said Gary Englund. He went on to describe how great it was to learn about the other side of the law, though he personally had no problems with gangs in his area – but other rinks might. That's the benefit of section meetings, what one rink may have experience in another might not, so the learning opportunities are tremendous.

Gary also stressed that at his chapter meetings they try to keep things new and interesting, seldom doing the same thing twice. Section 1 is constantly changing venues and trips – one year they took a sightseeing cruise of Puget sound and the next they went to an NFL football game.

Justin Byers also had the idea that meetings should be constantly changing and evolving. "The trends might be the same, last meeting we had a talk about Facebook, it's still a trend at the next meeting, but we try to find something different every time."

Chapter Meetings are Fun!

Roller skating is a fun industry and learning from others who love the same thing usually ends up in a great deal

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Section 10 gathered outside a charter bus last fall for a five rink tour.

Getting Involved

President, Vice President, Secretary and Treasurer are all important parts of the regional family. They are what keep the meetings going, plan for new events and keep the RSA family going at a regional level.

Darrin Johnson said, "Once you have served in office, you start to appreciate the organization more, the RSA is great." Sometimes informal meetings are held separately for the business end of regional infrastructure, but business is usually taken care of during the regular chapter meeting itself. This affords both new and old members alike the opportunity to step up and get involved.

Naturally, there is more responsibility and time required, but members like Darrin know that the time is worth it. It's the regional meetings that support and nourish local rinks. Larger meetings that involve several regions are great, but the local meetings are invaluable because something that will be applicable on the West Coast may not be on the East Coast.

From big ideas about insurance issues, to learning about a better way to make a pizza, chapter meetings are where you'll find a tremendous amount of information and ideas to apply to your everyday business. Issues do arise with each meeting, such as distance, travel cost and taking time away from business, and many chapter presidents are seeking to combat these issues by making the tax incentives known, or combining

regions and chapters in places where one meeting might be closer.

Additionally, many chapters are reaching out to non-RSA rinks and inviting them to share in the conversation, and hopefully one day become a member of the invaluable organization's service that this driven group of like-minded individuals can invariably provide.

If you have questions about RSA Chapter Meetings, what is involved in being a Chapter Officer or how you can help make an impact in the RSA, please call Jim McMahon, Executive Director of the Roller Skating Association, at 317-347-2626 Ext. 104 or email jmcmahon@rollerskating.com.

ABOUT THE AUTHOR



MEGHAN MOLONY

Meghan Molony grew up in a skating family that instilled in her a deep love of skating and the skating business. She loves seeing how the community grows and changes around a rink, and gets on her skates whenever possible.

A recent graduate of Aquinas College, she now manages a rink in Kalamazoo, Michigan.



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BY: MEGHAN MOLONY



Superstar Beyoncé Films Music Video in Houston Rink

Always the trendsetter, Beyoncé Knowles has stepped up her game with her new music video "Blow." Filmed at Roller City USA in Huston, Texas, the video starts with the gorgeous Beyoncé skating around in a retro Wonder Woman t-shirt and then switches over to a

neon wonderland. The video has a retro '80s vibe, yet still keeps it contemporary - something that will definitely bring fans flocking to their local rink.



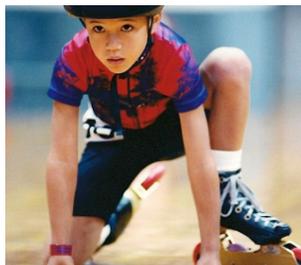
California Rink Highlighted in Coke's Superbowl Commercial

Over ten million people watched the Superbowl on February 2 this year, and that means that ten million people saw the Coke commercial that put skating in the limelight. Highlighting global and social unity, the video included some great shots of Moonlight Rollerway Skating Center in Pasadena, California. The commercial showed a young family having a great time and how skating can be a fun way to bring the family together.



Skating Drive Benefits Local Animal Shelters

The Humane Society of St. Joseph County in Mishawaka, Indiana put on an event recently that was great for animals and fun for people, too. The shelter hosted an event where they called out to the community to come skating at USA Skate Center with the rink and shelter splitting the profits. "Roller Skating 'Fur' Rover" was the name of the event and will hopefully be the first of many such events at your rinks that help the community and local skating centers!



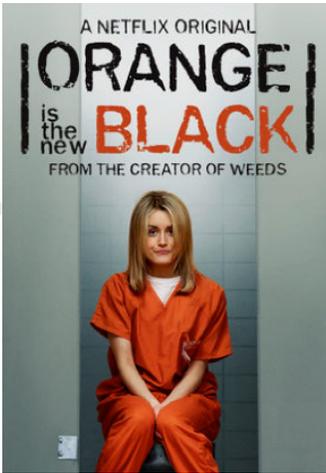
Young Olympian's Skating History Shown in New Commercial

Competing in the Sochi Olympics in Men's 1500 short track speed skating, Olympian J.R. Celski has always had dreams of going fast. A new commercial from TD Ameritrade highlights this young superstar's roots from his inline speed skating days to one of the first times he ever put on a cute pair of plastic strap-on skates. He grew up in California rinks and competed competitively on inlines before making the switch to ice. No doubt his skating past has helped him head to the top of the pack.

Rink Owner Credits Floor to Olympians' Success

Kyle Carr and Chris Crevling grew up at Frenchtown Roller Rink in Frenchtown, New Jersey, competing and training their way through the competitive speed skating world and eventually earning their spot on the US short track team for the Sochi games this year. The rink's proprietor, Kay Pinkerton, knows that her floor had something to do with that success - she wet sands and recoats it twice a year enabling speed skaters to train with an advantage that few have. The rink has many speed skating champions to boast of and hopes to add Olympic champions to their list of success stories.





Orange is the New Black Cast Members Wrap and Roll

The breakout Netflix sensation Orange is the New Black captivated audiences with its portrayal of white collar girl gone bad, Piper Chapman, as she serves time in federal prison for trafficking. Cast and crew celebrated the wrap of season two of the show with a roller skating party for the ages. Down and Derby in New York hosted the event and the stars were out in force as big names like Jodie Foster took to the floor.

RC Sports Now Employee Owned

Since 1958, RC Sports has been a huge name in the world of skate sales and service, involved in trade shows and distribution. The company is now proud to announce that they are entirely employee-owned! Always an employee-based and grounded corporation, RC Sports has made the switch to operating under ESOP Partners, a consulting firm that allows employees to all own stock and trade it at their benefit.



New Jersey Skating Movie in the Works

“In my opinion, female rhythm skaters from New Jersey are some of the best in the country,” said director, Stephen Campbell, early this year. That’s why he decided to make a movie that highlights the talents of a group of inner city female skaters who bounce, rock, roll and skate all over New Jersey at skating hot spots like Skate 22 and Branch Brook Park. The film is currently seeking crowd-sourced funding and will hopefully be out early this spring.



Mid America Speed Skating Meet Brings Country Together

Over 25 skaters of all ages competed at the Mid America Speed Skating meet this January. The skaters came from all over the United States, including states like Texas, Oklahoma and Kansas, to participate in this fun, no-contact sport. Sanctioned by USA Roller Sports and recognized by the United States Olympic Committee, the meet brings fresh new talent into the public eye and gives burgeoning young skaters a chance to shine!



Speed, Danger and Excitement Abound in New Circus Act

The circus has always been home to death-defying stunts and high-flying acts and with the addition of skating duo Leandro Micaelo and Ursula Rossi the tradition continues. Standing on a five-foot-diameter platform, nine-feet off the ground, the pair spins, twirls and jumps in a terrifyingly high speed, G-force act that has brought audiences to their feet with raised heartbeats. Working seamlessly together, Micaelo and Ursula have been performing in circuses for a long time, but this is the first time that they will bring the roller skating act to the masses in such an exciting way!



Roller Skating Joins the Competitive App World

Lunagames, a popular mobile game producer, has released “LA Skater-Roller Rivals,” a roller skating video game app for Android and iPhone. The game features six different skating characters, as well as others, that can be unlocked through game play. Getting as far as you can and collecting the most points is the objective of the game. Players will be delighted with the different objectives and obstacles they encounter throughout this exciting new game.



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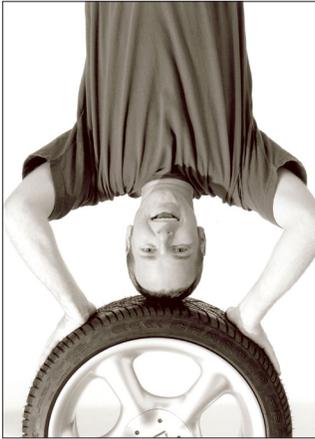
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Jay Gubrud *Keynote Presentation, Mon. May 5 (10:30 a.m. - 12:00 p.m.) Breakout (2 - 3:30 p.m.)*
 You don't have to totally overhaul yourself or your business to make big improvements. Studies and experience shows that incremental improvements can lead to major gains. In Jay's sessions you will gain simple and practical ideas to improve your performance that you can put into action the moment you walk out the door. Plus, they are easy to share with peers or people you lead when you get back to the office. Because of his experience in a variety of industries, Jay Gubrud brings a fresh and diverse perspective. For over 15 years, Jay has helped people enhance their performance and improve their businesses. His theme of cars and driving are something everybody can relate to. This year, Jay's keynote, *Speed Traps, Pot Holes and Idiots* and his breakout session *Shifting Gears and Changing Lanes* will help your employees eliminate everyday roadblocks to their success and will walk you through establishing rewarding mind sets, the four major reactions and how to overcome them, understanding the 15 reasons people don't take action and much more. Join us for exciting new ideas in this interactive program! You will walk away energized, educated and entertained. Don't settle for the same old ideas that are being used in your industry.



John T. Child *Marketing Seminar, Tues, May 6 (9 a.m. - 11 a.m.)*
 John's passion is marketing, art and graphic design. He has traveled throughout the U.S., Canada and Australia speaking to tens of thousands of small business owners as a featured speaker for companies like Microsoft, Success Magazine, eBay, StoresOnline, and many others. He has written numerous articles about marketing, produced several marketing training programs and is currently writing two books; "Marketing to the Core" and "Taster Spoon Marketing." He served as webmaster for the State of Utah, worked with NBC to produce Olympics.com during the 2002 Winter Olympics. The 2014 RSA Convention Marketing Seminar presentation is sure to educate, excite and inform with lessons on how to promote your business, build your social media power, and making profits from your knowledge.



Matt Heller *Tues. May 6 (5:15 p.m. - 6:46 p.m.) Weds. May 7 (1:30 p.m. to 3:00 p.m.)*
 Matt has spent more than 24 years in the amusement and theme park industry, has served as chair of several committees with IAAPA and helps leaders throughout the hospitality and entertainment industries make sure they're getting the most out of their teams. Matt will be offering two presentations at the RSA Convention including "Are You Leading or Just in Charge?" This seminar will teach you how to move from a day-to-day operation to a forward-thinking business encouraging you to work ON your business, not just IN your business. Matt will show you how to address three critical components that set leaders apart from the rest and how to apply them to your business. Matt's second seminar, *The Myth of Employee Burnout*, based on his new book of the same name, will address his quest to find out what truly causes employees to lose motivation and what to do to overcome it. Don't miss these informative seminars designed to help you improve your business and your staff!

Other Presentations

Other presentations you will find at the 2014 RSA Convention & Trade Show Include:

- RSU: Red Rock Resort Tour & Lunch
- DJ Entertainment at the Rink
- Risk Management with IALDA
- How Your Pro-Shop Can Add to Your Bottom Line
- Entertaining Your Customers
- Danger Zones
- Using the SRSTA Program in Your Rink
- National Federation of Independent Business
- Getting School'd
- Promotions Seminar
- When the Party is Over
- Open Mic

For complete details on all seminars, see pages 12-14 of this issue of Roller Skating Business Magazine.

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25584
Light-Up Party
Necklace 2"



25637
Flashing Sticker
It's My Birthday 3.25"



25591
Flashing Sticker
Party 3.25"

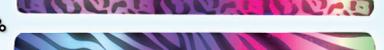
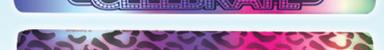
25603
Light-Up Foam
Wand 18" - Party Girl Asst.



25604
Light-Up Foam
Wand 18" - Party Asst.



25605
Light-Up Foam
Wand 18" - Animal Print Asst.



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RSA Pepsi Points Program - Win a Free Cruise!



We are excited to announce the return of the Pepsi Points Program for spring 2014. Last year's program was a tremendous success and

Pepsi and the RSA are looking forward to even greater participation in 2014. In addition to your current Pepsi program, participating members are receiving the opportunity to spend 1200 points on the Pepsi merchandise

of your choosing. Please see the ad to the right to see how you can spend your points today. (Ad includes approximately 85% of items available. Complete list will be mailed to all participating members and included in RSA Today).

In addition to receiving the 1200 points, Pepsi has added an excellent bonus opportunity. Each rink that redeems their 1200 points will automatically be entered into a drawing for an opportunity to win a cruise, compliments of Pepsi.

The recipient will be entitled to a three, four, or seven-day complimentary cruise for two aboard a luxury cruise line. The recipient can choose between the following itineraries:

Alaska, Bahamas and Florida, Bermuda, Canada and New England, the Caribbean, or Europe.

Each rink may only redeem the 1200 points promotion once and will automatically receive their entry into the cruise drawing. Offer only valid for participating RSA/ Pepsi National Program rinks and expires April 28, 2014. The drawing will occur live during the Marketing Assembly at the RSA National Convention on May 6, 2014.

Should you have any questions about this program or about your Pepsi national contract, please call Angela Tanner at 317-347-2626 Ext 102 or email atanner@rollerskating.com.

RSA Adds New Financial Education Partnership with CFG Wealth Management Services, Inc.



The RSA is pleased to announce that a new member benefit and partnership is now being provided to

all RSA members starting March 1, 2014 provided by CFG Wealth Management. This new service will now provide all members complete access to a financial advisor up to 90 minutes every quarter free of charge. The consultation service offered to members will cover five topics generally associated with the Certified Financial Planner comprehensive financial planning process and one specific to the roller skating industry including:

- **Personal Finance**
- **Federal Income Tax Planning**
- **Savings and Investment Planning**
- **Retirement Planning**
- **Estate and Legacy Planning**
- **Succession Planning**

In addition, the Roller Skating Association

will begin providing the following financial educational programs:

- **Bimonthly article in Roller Skating Business Magazine addressing financial and business planning issues pertinent and applicable to the roller skating industry with situational examples and solutions specific to rink owners/operators.**
- **Weekly/Monthly RSA Today E-newsletter tie-ins and "Ask the Financial Advisor" Q/A.**
- **Up to four 90-minute workshops at the Annual RSA Convention & Trade Show starting in 2015**

Value: This free benefit to members is valued at more than \$1,950 annually per member and is a tremendous service that business owners/operators can utilize to ensure they have a trusted resource who understands their business and personal financial planning issues whom they can rely on to answer financial questions throughout the year.

Eligibility: Access to a financial advisor is just right around the corner!

The association encourages members to utilize this free member benefit at every opportunity. To be eligible to participate in this program, the owner/operator must be in good standing with the Roller Skating Association International. When scheduling a consultation appointment, a minimum 24-hour lead-time and a thirty-day separation between prior consultation appointments are required.

Confidentiality: CFG adheres to the principles and decision-making process of its Personal Financial Fiduciary® brand and Certified Financial Planner® Code of Ethics. Protection of the member's confidentiality, to the extent provided by jurisdictional statutes, will be accord any information provided to CFG. This service is strictly confidential.

For more information on CFG Wealth Management Services, call 888-234-9674 or visit www.cfgwms.com. Questions? Contact Michael Puckett, AIFA®, CFP®, CFG Wealth Management, 888-234-9674 or email mpuckett@cfgwms.com.

MERCHANDISE POINTS PROGRAM

Qualifying RSA members will be given 1,200 points that can be used with this program.

BEVERAGES		BREAKFAST		LUNCH - DINNER	
FOUNTAIN	\$3.00	DAILY SPECIAL	\$5.00	PIZZA SLICE	\$3.00
SMALL	\$2.50	EGGS, BACON, PANCAKES & TOAST		PEPPERONI, SAUSAGE, CHEESE	
LARGE	\$3.50			HAMBURGER	\$3.50
JUMBO	\$4.50			LETUCE, TOMATO, ONION	
				CHEESEBURGER	\$4.00
				CHICK, LETUCE, TOMATO, ONION	
				HOT DOG	\$2.50
				BRAT	\$2.50
				POLISH SAUSAGE	\$3.00
				DELI SANDWICH	\$4.25
				TURKEY, HAM, CHICKEN	
				LETUCE, TOMATO, ONION, MAYO	
				SALAD	\$4.00
				CHEF, GARDEN, MIXED GREENS	
				PS	\$1.50



Medium Striated Menu Board - 600 pts
51"x20"

Large Striated Menu Board
71"x18" - 800 pts



Striated Board with Stand
450 pts - 18"x58"



Dry Erase Board with Stand
400 pts - 18"x58"



Pepsi Script Chalkboard
300 pts - 19"x27"



FULL-COLOR Acrylic Tumblers
Pack of 72
16oz - 600 pts • 20oz - 750 pts
24oz - 800 pts



Acrylic Pitchers
500 pts - Pack of 6



Neon Clock - 570 pts
16" diameter



Analog Clock - 200 pts
15" diameter



A-Frame Chalkboard
1,100 pts - 24"x40"



Penny Tray
50 pts



3 Bottle Acrylic Stand
Looks Like Real Ice!
240 pts



Acrylic Bottle Stands
4 Bottle - 260 pts
6 Bottle - 280 pts



Styrene Open/Closed Sign
150 Pts



L.E.D. Open Sign - 800 Pts
24" w x 8" h x 1" d



Galvanized Beverage Tub
350 pts - 22"x14"x8"

- 60"x24" Banners - 300 pts ea
Bottle or Fountain versions Available:
- Book Your Next Party Here!
- October is National Roller Skating Month
- How Do You Roll?



Acrylic Table Tents - 200 pts
8.5"x11" - Pack of 2



Acrylic Table Tents - 500 pts
4"x6" - Case of 25



Pepsi Counter Mat
13"x19" - 100 pts
(holds 8.5"x11" insert)



Acrylic Menu Holders
250 pts
8.5"x11" - Pack of 2



7FT Market Umbrella
With Valances - 450 pts ea

- Pepsi (shown)
- Pepsi Script
- Aquafina
- Mtn Dew



6FT Market Umbrella
no Valances - 400 pts ea

- Pepsi
- Pepsi Script (shown)
- Aquafina
- Mtn Dew
- Dr Pepper

Rinks Show Great Success in Achievement Program



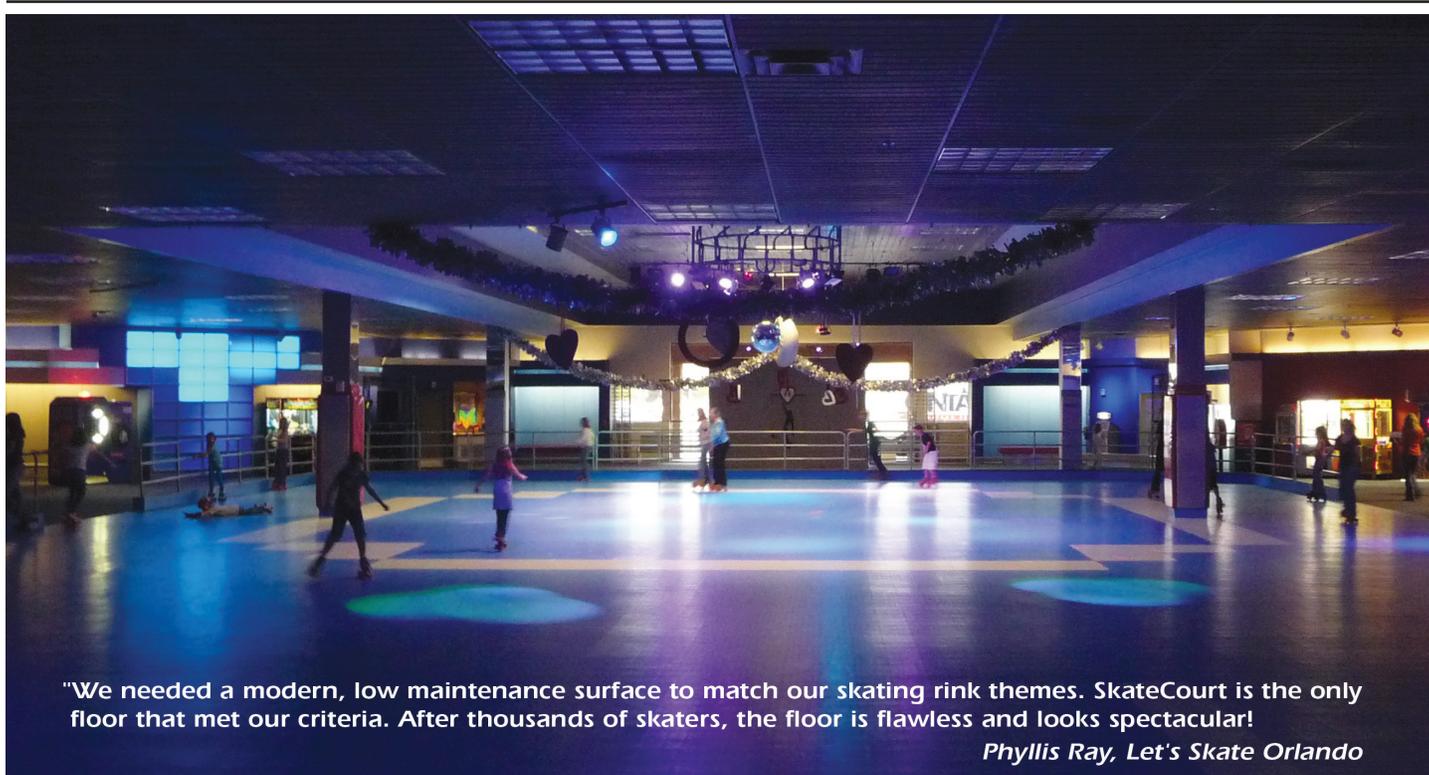
Roseville Skate Club Held Second Test Center of Season with over 70 Tests!

Roseville Skate Club held their second test center of the season in January. They ran over 70 tests, including Super Skater, and were thrilled to have their own judges, as well as Alfred Bergeron who volunteered to help them out. The backbone of the training is the Achievement Program and they try to sponsor 4-5 test centers a season. This allows beginner class skaters to mingle with the advanced skaters and learn the "feel" of competition before they make the leap into competing. "We are blessed to have a great staff of teachers that keep our classes motivated to test and continue in the class system. Thank you to each of our judges and coaches for volunteering their time to make this event so successful," says Pat Jacques.



Team Illini Uses Achievement Program to Keep Skating Alive Despite Community Job Losses

Lisa Dunham, coach of the Illini Skateland speed skating team, Team Illini, recently shared with the RSA that some speed skating students in her area are unable to afford to travel to regional/league meets throughout the Great Lakes Region. After speaking with the RSA, she has been able to utilize the Achievement Program to boost participation and give children a goal to work towards regardless of that fact that may be unable to travel long distances to participate in speed skating competitions. The program now provides a safe outlet for kids interested in participating on a local level and the response has been overwhelming.



"We needed a modern, low maintenance surface to match our skating rink themes. SkateCourt is the only floor that met our criteria. After thousands of skaters, the floor is flawless and looks spectacular!

Phyllis Ray, Let's Skate Orlando

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Vegas, Behind the Mask!

15 Hidden Las Vegas Gems You Won't Want to Miss



1 Neon Museum Las Vegas www.neonmuseum.org

Step off the strip and step back in history. This museum is listed as one of Lonely Planet's best picks for an off-the-wall spot to stop in Vegas. The museum boasts an impressive collection of antique and historical neon display items all designed to highlight and preserve the essence of 'Old Vegas.' Inside and outdoor areas mean that weather may be a factor when visiting the museum, but it brags that its nighttime neon tour is not one to miss.

2 Ride World Class Roller Coasters

Forget heading to an overcrowded park filled with kids. In Vegas, the roller coaster thrills come to you! Head to the Adventuredome at Circus Circus on the strip that features several thrilling rides including The Canyon Blaster – the only indoor double loop corkscrew coaster. Several new coasters in different locations offer something for every thrill seeker, such as the SkyJump, a controlled free-fall coaster that boasts a 3G caliber fall and gorgeous views of the strip. That is, if you can open your eyes!

3 KISS-Themed Golf www.monsterminigolf.com/kiss

Have a penchant for the '80s? Do you think that there is a significant lack of studded tights in music today? Then check out the 18-hole miniature golf course that has several giant guitars, a 12-foot-high Gene Simmons head, and a photo booth where you can take KISS-themed photos. If all of this put you in the mood for some crazy nights, the center also has a KISS-themed "Hotter Than Hell" Wedding Chapel.

4 Shark Aquarium www.sharkreef.com

If you're the type who TIVO's shark week and has always figured you would win in a shark fight– then this aquarium is perfect for your aquatic spirit. The Shark Reef Aquarium in Mandalay Bay is a "predator-based" aquarium that has tons of animals that remind us of our place in the food chain. They have 15 kinds of sharks, crocodiles, jellyfish and piranhas. But the best part is the 1.3 gallon Shipwreck dive that lasts 45 minutes and lets you get up close and personal with sand, reef, zebra and nurse sharks (all in a safe, controlled environment, of course).

5 Slotzilla www.vegaseperience.com

The convention is May 4-7, 2014 and Slotzilla is projected to open by early February meaning this attraction will be up and running by the time all of you thrill seekers get to Vegas. Slotzilla is a gigantic \$11 million dollar experience in the heart of the strip. It's a humongous 11-story, 120-foot-high slot machine style bungee jump propulsion ride. Slotzilla acts like a giant slot machine, as well. Every time a rider heads up, the machines arm pulls down, numbers spin and the game lights up as if you won the jackpot. Which, of course, as you're flying through the air like a terrified Faye Wray, you'll feel like you did win!

6 Eat Like a Pro

Ever have a craving for a steak that's as big as your head? In Vegas, anything is possible! Monte Carlo's BRAND Steakhouse has an eating challenge that will bring out the ravenous carnivore in

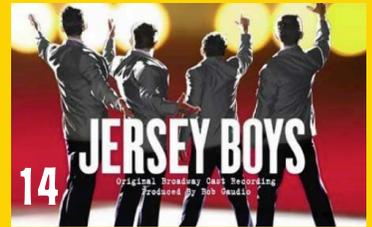
you. If you order the \$250 "Ultimate Steak" (regularly feeds six) and finish it solo, it's on the house! There are these kinds of challenges all over town. At the Cabo Wabo in Planet Hollywood, there is a 20-topping nacho challenge. Dig your heels into a \$29 dollar, four-pound burger challenge at the Pub at Monte Carlo. Make all of your gastronomy dreams come true and treat your tummy to one of these champion chows!

7 Relive Motown Days www.humannaturelive.com

Got a craving for a little crooning? "Smokey Robinson presents Human Nature: The Motown Show" is an ongoing show in Las Vegas that takes place almost every night at 7 p.m. Check listings online, many websites offer discounts if you buy your tickets in advance. Even www.lasvegas.com offers combo packages that include dinner or a seat upgrade. So sit back in style as Smokey serenades you with some Motown classics that'll take you right back to Detroit.

8 Frankie's Tiki Room www.frankiestikiroom.com

After you listen to some Motown or see the Neon Museum, you might be feeling a little nostalgic. That makes Frankie's Tiki Room the perfect spot to grab a nightcap and kick back a little. The bar was designed by the self-proclaimed "foremost tiki bar designer in all of the world" and boasts all of the delightful camp that you'd expect from a place covered in bamboo! They offer drinks such as the Lava Letch, and drink potency is measured "from one to five skulls."



9 Pink's Hot Dogs
www.pinkshotdogslv.com

Featured on countless Food Network and Travel Channel specials, Pink's is one of those "must go" places that top the travel lists. Lines are frequently out the door, so get there early to try the Bacon Burrito Dog or the classic Polish Dog. Pink's has something for everyone and every tongue—so go crazy! Try The Spicy Mojave Dog, a polish sausage with nacho cheese, grilled onions, jalapenos, guacamole and tomatoes.

10 Pinball Hall of Fame
www.pinballmuseum.org

Forget just one or two dusty pinball machines stuck in a dark corner! Las Vegas's Pinball Hall of Fame will bring out the Pinball Wizard in all of us! So head a little off the strip to this delightfully whimsical showcase of all things Pinball. The museum has around 200 machines, all in perfect working order, which any pinball nut can play to his or her hearts content! It's a cool way to relive cultural phenomena and pop culture touchstones. The museum even hosts the IFFPA (International Flipper Pinball Association's) world championship of pinball!

11 WELL Spa
www.theplatinumhotel.com/well-spa-vegas

Are crowds and lights not your thing? Take a break at Vegas's renowned WELL Spa inside the famous Platinum Hotel whose tranquil location allows its website to boast "even the best Las Vegas spas can't escape their busy surroundings." Spa treatments include access to the Platinum Hotel's pool facilities on the day of the booking and the

spa has all of the relaxing treatments you need to unwind after a busy week.

12 Red Rock Canyon National Conservation Area
<http://tinyurl.com/2bqtqv>

The Mojave Desert is one of America's best kept secrets. Over 190,000 acres await any avid or modest adventurer, and the Red Rock Canyon area (located 17 miles west of the strip) is a great way to get outdoors and catch nature's best show. The best part? No pre-booking necessary! The area has tons of activities such as mountain biking, horseback riding, hiking and picnic areas all designed to highlight the gorgeous structures and unique coloring of the desert. Grab a couple tacos and head out there for the sunset – you won't be disappointed.

13 Hot Springs
www.nevadadventures.com/recsites/clarkco/hotsprings.html

Due to exciting geothermal activity, Las Vegas is home to around 300 hot springs, which vary from warm to very hot! Visit their website before deciding to head out! Many of the hot springs have stunning panoramic nature views, and some offer a secluded place to take a relaxing dip before heading out for a night on the town!

14 Jersey Boys
www.jerseyboysinfo.com/vegas

Las Vegas is home to some of the best shows on earth and Jersey Boys is no exception! The Tony Award winning musical tells the story of Frankie Valli and the Four Seasons as they rise to the top of the pack. Shows are every night, usually around 6:30 p.m. or 7:00 p.m. and

discounted tickets can easily be found and booked early online. This show is a Vegas classic and it's permanent position here allows audiences to experience it at its very best!

15 Rio All-Suites Hotel and Casino
www.riolasvegas.com

Voodoo Beach, Rio Spa and Salon, Ibar, Voodoo Rooftop Nightclub – look no further than your front door – at the Rio! The conference hotel at has so many exciting options that we can't possibly list them all here. So, if you don't have time after some seminars to get out to a bunch of crazy hotspots, then check out all the great amenities available at your fingertips. The Voodoo Beach has five Jacuzzis, real sand beaches, waterfalls – and most importantly – you! Enjoy your time relaxing in style, sipping on something with an umbrella in it, and taking some much needed 'me' time!

ABOUT THE AUTHOR



MEGHAN MOLONY

Meghan Molony grew up in a skating family that instilled in her a deep love of skating and the skating business. She loves seeing how the community grows and changes around a rink, and gets on her skates whenever possible.

A recent graduate of Aquinas College, she now manages a rink in Kalamazoo, Michigan.



after



before

10 Remodeling Tips to Boost Your Bottom Dollar

Change can be scary... really scary - but it doesn't have to be. Whether you're a small local rink, or a big family fun center, there is always something that you can do to remodel, refresh and reenergize your rink. It can be something as simple as painting, or as complex as a total facility overhaul. The change can be totally free, like improving your customer service; since on average, all businesses lose around 83 billion dollars annually due to poor service.

Attracting new customers is important, and remodeling can help, but keeping your customer base happy is even more important. According to Forbes, "Attracting new customers will cost your company five times more than keeping an existing customer" You can do that by keeping your rink exciting.

People crave change, and they will seek it out, so let your rink be that change! Though sometimes daunting, remodeling is no longer just a 'maybe next season' option, but a 'let's change something tomorrow' necessity for establishments wishing to stay competitive in today's changing market.

1. Think About Your Product

"When remodeling a rink, the operator

must realize that skating is their primary business. The snack bar, games, and laser tag are only additional revenue. The focus needs to first be on the quality of the floor and a great rental fleet" says Steve Earley of Sure Grip. Many rinks forget that customers come because what is offered does not exist anywhere else, and if that product is subpar, it will be noticed.

Redoing your floor is easier than ever these days, with products such as Roll-On improving the ease and quality of floor coatings. Skate rental is a key improvement, and financing is available from all major retailers. These are big expenses and rinks can be hesitant, but as floor and skate quality dwindles, customers may, too. Don't forget, "80% of your company's future revenue will come from just 20% of your existing customers," says Forbes. Keep your customers happy with quality products and word will spread thereby increasing your bottom dollar in the long run.

2. Start Small: Get Out Those Paintbrushes!

Charlene Conway of Carousel Family Fun Centers in Whitman, Massachusetts knows a thing or two about painting: "People change their wardrobe every year for a

reason, and people need to treat skating rinks in the same manner," she says. In recent years she has repainted the front of her building and included an eye catching logo, as well as applying different colors and murals to the interior.

"People notice if you have chipped paint or outdated colors and themes" she noted. Continuously painting her rinks have been a key to success, and she hates the idea of people coming into a rink and exclaiming 'This place hasn't changed a bit since I was a kid.' Skating rinks should no longer carry the nostalgia angle, she emphasized; McDonalds renovates every few years to stay current and rinks need to do the same. She finished with, "A bucket of paint is cheap [...] and goes a long way towards improving your image."

3. Have You Looked at Your Bathrooms Today?

I mean, really looked at your bathrooms? You may not see what your customers do. Many rinks have older buildings and owners may not think that bathrooms are a priority. However, according to Worldwide Janitor, they should be.

"Ask most people how to rate a business and chances are owners will hear all about the service, the food or merchandise and the

prices. However, perhaps the strongest reactions have to do with the rest room facilities.” This extends to mothers especially, Steve Earley said, “Bathrooms are the first place to remodel. Studies have shown that women, and especially moms, notice how clean the bathrooms are and it impacts their decision to come back – make sure it’s immaculate.” Overall rink cleanliness is also a priority: have your employees spot check every day, get those dust bunnies up – your customers won’t notice, and that’s a good thing.

4. Brand New

New rinks now are built with a total brand concept, a cohesive strategy from top to bottom. In order to stay competitive, older rinks need to look at what their brand says and come up with an approach that presents a new face to the world that says ‘this rink is here to stay!’

Charlene Conway did this very thing with her older rinks, “The newer rinks are built with themed concepts – but I love the challenge of taking over a facility, [and giving it] a new image, a new brand [...] and I think with our industry that’s what you have to do.”

This type of rebranding should be done with care, and often the hiring of a brand consultant helps. Rebranding can include the designing of a new logo, or just simply looking at who the target demographic is. Steve Earley knows this can be a huge objective, so he suggests to first “identify who the target audience is – is it kids? Kids and teens? Just teens? Families?” Earley said that one of the biggest problems rinks have is that they want to appeal to everybody all the time, and this can cause a misguided rebranding, such as a too juvenile or an overly



Carousel Family Fun Center made the shift from snack bar to small restaurant appeal with an Italian restaurant theme.

adult concept. So figure out who you want to sell yourself to, then go from there – a change to your total brand will get people talking (and walking in your doors)!

5. Shouldn’t Entertainment be Entertaining?

If you notice the same songs playing over and over again in your rink – trust me, you are not alone. Joe Champa of Champs Rollerdomo in Kentucky says, “If I came into my rink and heard ‘Dancing Queen’ by Abba one more time, I was going to lose it!”

Champa eventually sat down with his DJs and did a total music and entertainment overhaul. “Remember, your DJs are creatures of habit. They get stuck on playing the same stuff every time,” he said. Many people think that remodeling is just for the physical building and property, but remodeling your rink’s very core – entertainment – can be just as important. Champa is working in his rink to start playing more 90’s and early 2000’s music, eras that were previously neglected by his DJs, and he is getting positive feedback.

Just doing the same old games is boring, as well. Remodel your activities – if all customers are getting is limbo and a couples skate, they will be rejuvenated and excited to try something new and different. Check out the RSA Games Book for fresh ideas. In it you will find more than 250 games, thousands of promotional event ideas, holiday ideas and much, much more.

6. Web Presence: Social Media and Website

“We’re in a modern age and your website needs to reflect the changing times,” says Steve Shoemaker, a rink consultant. Many rinks are using a web service to do the job, “if your website looks old fashioned,” said Steve Early of Sure Grip, “then your customers will think your rink is outdated: down with clunky websites!”

There are several services such as TrustWorkz (www.trustworkz.com) or Magnetic (www.magneticcreative.com) that manage your online presence for you if you don’t have the time. A rink provides the information and the service makes it look good.

In the old days, the front of your facility was the first impression that people got, now it’s the website. Bill Carlson, a rink consultant with WRC and Associates, stresses the importance of a good website, “The look has got to be simple, you don’t need to tell people—show them. Make it look fun, eliminate text, add pictures – don’t let your website look homemade.” Like it or not, a web presence, social media and online booking are the future of the industry and owners/operators should take notice that a small change like adding online booking can result in a significantly higher ROI.



The Skate Zone in Lincoln, Nebraska created a bold pattern with their name at the end of the floor.

7. Turn On The Lights

Lighting can be a great way to create instant excitement and everyone young and old loves a good light show! With the improvements in lighting, such as LEDs, making your rink bright and exciting is now affordable and sustainable. “Lighting, lighting, lighting!” emphasizes Steve Earley. “Lights are a tenth of the price they were twenty years ago. Kids respond to lights, so you throw in some LEDs and a few moving parts and you’ve hooked them!” Another way to do this is to remodel a birthday area into a glow room. Charlene Conway did this in her rink and now it’s a huge draw! Glow parties attract a whole new crowd and have increased her party income substantially.

8. Snack Bar Overhaul

Many rinks are making the shift from a traditional snack bar to more of a restaurant or café style experience and are finding that the payoff is huge.

Charlene Conway took a hard look at her rink’s outdated snack area and decided it needed a change. She took it apart, put in pizza ovens, changed the color scheme and tables, added a mural of their adorable mascot Pattino, and rebranded the whole area as a pizza restaurant.

Putting in digital menu boards can also be a great remodel to any concession area, and an electronic menu can be easy and cheap! You can easily make a program using PowerPoint and run it on any screen, taking away some of the cost behind hiring a firm to make it for you.

9. Judging a Book By Its Cover

If nobody knows your rink is a rink – that’s a problem! Scott Newberry of Rollerama Skating Center in New York encountered this with his facility, “The outside of our building used to be plain white. Actually, it kind of looked like a warehouse – now it’s all bright colors, great sign, new logo, we’ve been here since 1957 and have people coming in for the first time who had no idea we were a rink.”

“Redoing the outside of the rink is

important,” says Bill Carlson, but it’s not what you should focus on first. “If you can only do one, inside or outside – do the inside first, that way the newness factor sinks in when people walk in the door. Don’t have people get excited by your outside if the inside still needs work.”

Charlene Conway also repainted the outside of her rink, as well as redid the parking lot – and she loves the reaction she is getting from her community, especially the new attention that it brings to her rink.

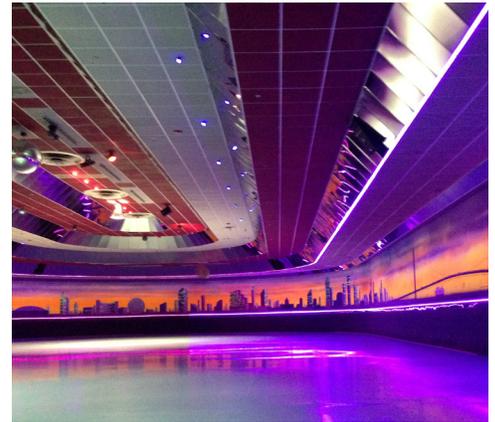
10. Remodel Your Attitude

An easy remodel trick, and something that can help boost return customers, is to simply remodel their attitude. Saying no to things has been a long-standing practice in many rinks such as ‘no gum’ or ‘no hats’ and this can be off-putting.

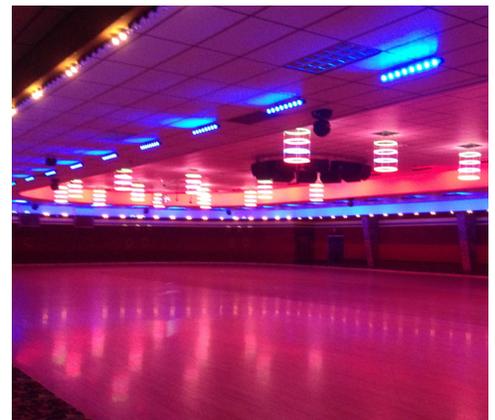
Steve Earley suggests checking with your insurance provider to find out what really is a liability in your area and then taking down all of your signs that proclaim “NO! NO! NO!”

Use staff to enforce what is necessary, but having negative signage everywhere can be more of a detriment to your business than you realize. Earley continues, “Rinks need to chill out, stop freaking out about every hat. Let people enjoy themselves, focus on safety and not just on rules.” One bad review can ruin a rink’s good reputation, and nothing bothers a customer more than unnecessary reprimanding.

This can also go for remodeling your attitude about remodeling. It can be a lot to take on at once, so start small with a few paint cans or just one area of your center. Step outside of your business for a minute and visualize how others see you or even go straight to the horse’s mouth and ask a few of your regulars for their input. Armed with this knowledge you can properly evaluate the steps that you are able to make to improve your bottom dollar. Remodeling is necessary in today’s changing world, so stay contemporary, stay fun, but make sure to stay true to yourself and your rink!



The lighting at Funplex in Houston, Texas was so good, Beyoncé shot her video for “Blow” there.



One of the three skate centers around the Nashville, Tennessee area went all out with lighting during their remodel.



Rollers in Emporia, Kansas wows the kids. Even in a small town, an impressive lighting show can do wonders.

ABOUT THE AUTHOR



MEGHAN MOLONY

Meghan Molony grew up in a skating family that instilled in her a deep love of skating and the skating business. She loves seeing how the community grows and changes around a rink, and gets on her skates whenever possible. A

recent graduate of Aquinas College, she now manages a rink in Kalamazoo, Michigan.

Camp Fairs: Know Before You Go!

Camp fair season is the prelude to camp season! They are a great way to meet campers and families face-to-face, share more about your camp to a captive audience, and leave a lasting impression about the quality of your camp and staff. RSA partner American Camp Association® (ACA) has your top three reasons to attend and ways to prepare for a camp fair.

Reasons to Attend

1. Get on families' radars. Camp fairs provide families with a broad range of camp and summer opportunities, both local and from an extended distance. Not every parent will find you through Internet searches, which can sometimes be overwhelming. Make sure you give families the opportunity to find you!

2. Give families a feel for your camp. Even if families found you online, pictures of camp online are nothing compared to you and your staff's in-person presence. Families want to meet you and see who will be taking care of their child this summer. Meeting campers, especially first-timers, will help them get more excited about camp.

3. Answer any questions or worries families might have. Families will most likely have LOTS of questions. "Attending a camp fair gives campers and families in-person and on-the-spot opportunities to ask questions, without having to wait for a return call or e-mail," says Brigitta Adkins, executive director of ACA's Indiana field office. Being able to directly address any questions or concerns is a great way for families to make sure your camp is the best fit.

Ways to Prepare for a Camp Fair

1. Setting up your space. Get in touch with the camp fair organizers to see how much room you will have and what, if anything, will be provided for you — such as a table, tent, etc. Bring handouts or brochures

with camp information, including the Web site, session dates, program offerings, testimonials, and registration forms. Have pictures and/or videos. "Many camps also bring a craft, a game, or activity to encourage family and camper participation and excitement," says Adkins.

2. Registration specials or giveaways. What better way to leave with solid camper registrations than to offer specials on-site! Having families enter a giveaway raffle is also a great way to collect contact information you can follow up with. If you have special rates or incentives for certain dates during the summer (such as July 4th), make sure parents know about those as well.

3. Preparing for questions. As mentioned above, parents and campers will have many questions for you! Make sure you are positioned to answer them knowledgeably.

Basic questions could include:

- Session dates
- Activities offered
- Age groups served
- What to pack (if applicable)
- Check-in / first-day procedures
- Staff-to-camper ratios

More in-depth questions might concern:

- Camp philosophy and values
- Behavior management strategies
- Special needs accommodations
- Camp ACA-accreditation status
- General camper readiness guidance

ACA's website for kids and families, www.CampParents.org has a list of more questions parents should ask camp directors.



Camp fairs, like this one held in Indianapolis, IN, receive thousands of attendees and offer affordable booth space and advertising options. For a complete list of summer camp fairs, visit www.acacamps.org/camp-fairs

Use this page to help you prepare: www.CampParents.org/campvisits. On the site, you'll also find useful information on the benefits of a camp experience, camper readiness, how to pack for camp, and more.

ACA has resources for camps that are interested in pursuing ACA accreditation at www.ACACamps.org/accreditation. ACA accreditation is a parent's best indicator of a camp's health, safety, and quality programming.

Take advantage of camp fairs as a way to meet potential campers and camper families. A little preparation goes a long way — create a great camp fair presence and get high enrollment results!

About ACA

The American Camp Association® (ACA) works to preserve, promote, and enhance the camp experience for children and adults. ACA-Accredited® camp programs ensure that children are provided with a diversity of educational and developmentally challenging learning opportunities. There are more than 2,400 ACA-accredited camps that meet up to 280 health and safety standards. For more information, visit www.ACACamps.org.

Looking to attend a camp fair in your area?

Visit www.ACACamps.org/camp-fairs for listings of upcoming camp fairs.

Understanding Your ROLLER SKATING RINK Floor's Life Cycle

You can't over romanticize it. Skating might be the heart and soul of your business, but your floor is the center. Period. Treat it well, and your customers will come back often and refer others. Fail to keep up a high standard, and not only will the customers stop coming, you'll likely find yourself spending excessively for maintenance costs. But how do you best take care of your floor?



You've got four basic types of flooring: maple, particle board, asphalt and concrete. They all have various advantages. Generally speaking, particle board is sensitive to moisture. Maple on the other hand, is porous and will expand and contract – therefore it never changes its size. Particle board, however, stretches. With asphalt (like the stuff we drive on), there's a phenomenon called oxidization, where moisture from below can cause potholes and drainage. In most cases, maple flooring is preferable to the others.

David Ramsey, co-owner/operator, Southeastern Skate Supply of Georgia, believes wood has its own issues, despite its beauty. And if you're in a warmer climate, it might be harder to maintain.

"A wood floor usually involves severe

issues with water," Ramsey says. "There's always issues with recoating. Down south, you have issues with the humidity. When the humidity is high, you want to get the air conditioner running to get the moisture from the floor. Like most people, I think everybody is in agreement that a good hardwood floor is the best floor."

He adds, "If you're not looking at a whole lot of competition, I would go for concrete. As long as your floor's good, most of your customers won't complain."

Chanel Bellotto, owner, Skate World in Little Lakeland, FL, decided to try something different – a concrete floor with fiber optic cables. It was the biggest renovation in the company's 30-plus years. Bellotto's quite pleased with it.

"And those cables give the durability to

the floor," Bellotto says. "There's no re-bar in the floor. The floor was laser leveled. So it is the flattest, smoothest floor you will ever skate on. You know how they have the fork lifts? The floor has to be completely leveled. That's what they did with this surface."

The best part she finds is the prospect of less maintenance. "With your wood floors, you have to constantly buff the floor, constantly coat the floor," Bellotto says. "Even with your other concrete floors that have the roll-on which is an epoxy based paint, we used that for years. I remember my daddy scrapping up the old paint and sanding it down and putting the epoxy on. It stinks for weeks!"

"Some rinks recoat a couple of times a year. Part of my problem was you'd get little chips. You have to constantly upkeep like

you have to constantly do improvements to your home. It just takes a lot of demand to keep it looking nice.”

With her new floor, things are simplified. “We don’t have to recoat it, there’s no coating on the floor,” she says. “We had a floating wood floor in the ‘70s but it popped up because of the humidity. Now that I’ve had the floor down two and a half years, I am so happy with the floor. We still have to scrape it down, wipe the floor, but it’s just wonderful. They’re truly a maintenance free floor.”

Coating is extremely important for nearly any type of floor. Rink Cote manufactures two types of coatings for skating floors, a single component polyurethane (Pro Track) and a two component epoxy under the Rink-Cote label. They provide coatings for hardwood floors, particle board (roller board) floors and concrete floors. Roy Spencer of Rink Cote, says cost is probably the biggest factor when recommending a specific application.

“On re-coating an existing floor, the coating [currently] in use will also be a factor in choosing the right coating,” he says. “If you have a hardwood floor the only coating an operator would probably want is a clear, which is only available in the polyurethane (Pro Track). The particle board and concrete floors can be coated with either the polyurethane or epoxy coating. The epoxy is more expensive, but also lasts longer. There is also a little more work involved in the application of the epoxy especially for the novice applicators.”

Roll-on Floor Systems’ Joe Nazzarro recently announced a new Crimp-Coat® which requires no sanding or screening while preparing a skate floor for re-coating. This water-based skate coat can be applied over a solvent-based coating without peeling and leave the rink smelling clean and inoffensive even after it dries. The color coating is currently only available is white and they also have made available a Black Light responsive additive called “Fire-fly®”

Spencer suggests proper prep work for either type of coating would be careful cleaning, removal of all foreign material, and

some de-glossing with a scratch pad on either a buffer or floor scrubber.

George J. Kolibaba, operations manager, Oaks Park Roller Rink, based in Portland, OR, uses Rink Cote at least once a year.

“We do a weekly scrubbing,” Kolibaba says. “Between all the sessions we sweep the floor. If you keep it clean, it skates better, and it’s just a better environment for everybody. We used to put powder down. It was probably environmentally not good in the ‘50s and ‘60s.”

One of Oaks Park Roller Rink’s past issues with maintaining the floor was when they had to protect it from the floodplain. “The issues are not usually with the floor. Wood floors are obviously the best. You get less up and down if your sub floor’s good. Ours has been here since 1905. In 1949, we had a new floor put in, but it’s still the floor we use today. In our area, there’s not many rinks. We skate pretty good crowds on the weekends. We have a pipe organ.”

Finchum Sports Floors have been around half a century, and Larry G. Finchum’s proud of the work they’ve done. A family-owned business based in Tennessee, Finchum Sports



Skate World’s concrete floor with fiber optic cables (Little Lakeland, FL)



RollerJamUSA’s floor (Staten Island, NY)



Bear Creek Roller Rink’s floor (Houston, TX)

Floors installs and helps maintain roller skating floors across the country. Finchum believes if you’re looking for longevity for your floor, go for maple hardwood. And there are some tips to keeping your floor at its best.

“The key to getting a lifetime of service is mainly keep it dry,” Finchum says. “Keep it dry from spills. Keep the humidity level



Paradise Skate Roller Rink's floor (Antioch, CA)



Oaks Park Roller Rink's floor (Portland, OR)



Interskate Roller Rink's floor (Lewisville, TX)

down in your building. During the really cold weather months, keep an eye on floor. Make sure you don't have any plumbing problems. The roof, and especially the gutters, you want it flowing away from the building."

He estimates that a hardwood floor should last 50 or 60 years with good care. "Annually, the floor should have a surface coating applied to it, Roll-On, or Dry Cote. Then about every 8-12 years the floor should be sanded back down and then recoated."

And, just as important, he notes, keep the heat and air system maintained at 40 percent. "It's imperative to keep the floorboard from warping, having excessive shrinkage creating cracks," he says. "Wipe the floor after every skating session. A vinegar/water solution is real good."

Even with all the products available to rink owners, the one solution for wood floors seems to be pretty universal: vinegar and water.

But what about carpet? Where does it fit in the grand scheme of skating rink options?

"Installation is a very, very important part when it comes to patterned carpet," says Kristen Messick of Flagship Carpet. "That's what we do. It's not like you can

take any installer that does residential. All of the patterns need to be lined up. I try to work with the rink owners to help it out. I help them try to find an installer. He should know how to install patterned carpet."

Flagship Carpet uses type-66 nylon for its carpets. "It has better color retention and pile retention, it just holds it's color a little better," Messick says. "We also use scratch guard on every carpet that comes out of our mill. We try to put everything into our carpet."

Some do's and don't's for carpet cleaning and retention?

"We use a hot steam extraction," she says. "We also use an encapsulation-type product where you pretreat the floor with a spray then you work that in, and you go back to the machine. Basically what the pretreat does. You don't put detergent on carpet because you can never get it out."

"You should also attack stains when you first see them," she explains. She also suggests keeping little shopvacs handy for getting them up. "You can't wear out nylon," Messick says, "You can ugly it out, but you can't wear it out."

Ultimately, carpet can endure, as well. "I took out one center that had it in for 12 or

14 years," she says. "The florescence is dulled out, but it's still in good shape. The biggest key is having a really good sweeper and really good maintenance product or program. You can make it last a long time if you do it that way. If it looks dirty, it's probably past the time that it's clean. We try to do everything we can. There's a lot of responsibility when it comes to buying carpet."

Bottom line, whatever flooring you're using (or decide to switch to), you'll need to keep it clean, follow the suggested cleaning solutions (if any), and with luck, your floor will enjoy longevity.

ABOUT THE AUTHOR



CORNELIUS FORTUNE

Cornelius Fortune is an award-winning journalist, whose work has appeared in NewsCred, Citizen Brooklyn, In the Fray, iPhone Life Magazine, The Advocate, Metro Times, Yahoo News, and others. He has written extensively on popular culture, comic books, and 21st century trends for more than a decade. He is also a Rhysling-nominated poet, and the author of the book *Stories from Arlington*. His most recent short stories can be found in the anthologies *Brief Grislys* and *Writings on the Wall*. In addition to journalism, he mostly writes poetry and less-than-interesting grocery lists, devoid of imagery or clever alliteration. Visit his website at www.corneliusfortune.com, or follow him on Twitter@Arlingtonscribe.

Digital Marketing: It Has Little Hands & Feet

The Internet: The most dynamic and effective marketing channel the world has ever known. As you read this article you have either fully embraced the Internet as a marketing platform to the best of your ability, or you have not. In this article I want to enlighten those of you that have with some insight and possibly introduce you to a new and necessary thought process so that you can be more successful in your digital marketing efforts.

In my travels and conversations with hundreds of owner/operators and managers from within the roller skating industry, I feel like most everyone has at least recognized that there has been a shift in the methods and tactics we must use today as compared to the traditional media we've all relied on for decades. I don't want you to misunderstand how all of this works though. Digital marketing actually has little hands, feet, and faces and it thrives inside your facility.

The problem that we all have is that many of us are stuck in our old ways. We see these new media channels as merely another way to broadcast our message with an aim toward selfish gain and profitability for our facility. This is exactly how we try to tackle it all too, and this is actually quite counter-productive.

The power of digital marketing lies in the users, the actual human beings who utilize the Internet and the social networks...people drive digital. I want you to understand and accept that you can't be successful all by yourself. You're going to need passionate and consistent help from a small army.

I also want you to memorize and understand embrace this simple mantra:

Empower – Encourage – Incentivize

So, put it all together and empower, encourage, and incentivize your patrons (see, you already have that small army!) and your digital marketing efforts and the results that you see will reach new heights!

I want to offer just a few suggestions, pretty good ones actually, to point out how what you do and how you behave inside your

facility can have a great impact on the results you realize from your digital marketing efforts.



Branding

While in Sarasota, Florida for Sk8 Expo at The Hyatt Hotel in December, I found several of the pictured mats scattered all over the property. I thought that

this was an excellent idea to encourage, empower, and incentivize visitors to help spread the hotel's branding across Facebook. When you placed your feet on the mat, the pictures all included the hotel's logo in the background...it couldn't be escaped! With the promise of a reward and with branding in mind...Hyatt has skillfully grown the awareness of the property across Facebook using their paying guests to do so!

I think this is a great idea for a roller skating facility. Just get a set of footprints (or skates) with instructions and place them in front of a wall with your logo on it! I would change the strategy a little from the image shown - I would ask the patrons to post the picture on their own Facebook wall and then tag the facility...thereby reaching their own followers more effectively and providing a link to your facility's Facebook page. Have them show the attendant at your redemption center to receive their reward! It doesn't have to be much either, just some small token as a thank you from your business.

While I'm on Facebook, let me mention

THE POWER OF DIGITAL MARKETING

"The power of digital marketing lies in the users; the actual human beings who utilize the Internet and the social networks...people drive digital."



something else that I'm seeing and suggest a remedy. On your Facebook page, under your name, you will see some numbers.

The "Likes" is the number of people who like your page. "Talking about this" is the number of people who have either "liked," "shared," "commented" on a post in the past 7 days or have "checked in." To "check in" one must actually be at your location with a smartphone in hand. If, like the above example, you have more people who have "checked in" than have "liked" your page... you have a sort of disconnect happening.

If they are standing right there, perhaps you could incentivize them to go ahead and "Like" your page as well. Maybe you could offer \$1 off skate rental on certain nights if they show the attendant that they have just liked your Facebook page? Use your creativity here; it doesn't take much to even out those numbers. In the above example, this rink could easily DOUBLE their Facebook fans in no time!

Your DJ

When it comes to promoting your digital presence inside your facility, your DJ is probably the one person who can influence more people to engage with and promote your facility. Your DJ should be promoting your Facebook page often. It might be a good idea to have people request songs via your Facebook page. Everyone likes to be "the one" who has THEIR song played! By taking requests on Facebook, your engagement goes up. Don't forget to have your DJ promote everyone's use of Instagram and Vine too. These are huge channels and it is exactly your demographic



that is using them!

Whenever a game is happening, or something super fun, your DJ can announce something like, “Grab your phones and get out on the floor... this is going to be a “Facebook moment!” Your DJ can also constantly remind people to use your facility’s hashtag as well. If you need to understand more about hashtags, visit <http://bit.ly/1gcdFvv>

The fact of the matter is this: Everyone in your facility is using social media while they are there. By empowering them with a hashtag to use, YOU will get some of the buzz from all of this social networking that goes on right under your roof.

Social Media Signage

It goes beyond just the sign on the front door asking visitors to “Like us on Facebook!”

SHARE YOUR MARKETING & BRANDING SUCCESSES WITH THE RSA!

Email editor@rollerskating.com with your branding and marketing tips and tricks and we'll include them in our annual marketing issue!

If you have a big screen monitor, digital menu, or projector in your facility, you should be using these to constantly promote your own social channels. After you pick a great hashtag for your facility, push this often, as well.

After realizing that his bathroom mirrors were being plastered all over Instagram with “BFF selfies” one owner/operator actually had a sign company make vinyl letters with his URL and hashtag to place on the mirrors...awesome idea!

If you aren't already aware of the power of hastags and you didn't hear about the #sk8selfie promotion back in February, check out this page to see the impact of that national campaign: <https://tagboard.com/sk8selfie>

So you see, digital marketing doesn't just live

on the Internet. By empowering, encouraging, and incentivizing the human beings who already love you to promote your message and your brand, your digital marketing efforts will have a MUCH larger impact than you ever imagined!

ABOUT THE AUTHOR



JAMES BALL

James Ball is the Founder / Chief Marketing Officer at TrustWorkz®. James is known for his expertise and success with Hyper-Local Marketing tactics and his skill with Search Engine Optimization (SEO) and Content Marketing. He has achieved widespread respect and notoriety among his peers and clients as a skilled, if not counter-cultural marketing practitioner and consultant. The TrustWorkz® WebOp® Program has been embraced by the Roller Skating / Family Fun Industry as a competent and reliable solution for comprehensive Web Presence Management. Empathetically working together with both individual clients and the industry as a whole, TrustWorkz® has built a solid reputation for delivering tangible results. Learn more about TrustWorkz® at www.trustworkz.com

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- Management Of Your Entire Web Presence

Scholarship Application

SCHOLARSHIP APPLICATION REQUIREMENTS

A \$4,000 Academic Scholarship will be awarded to the high school senior who:

- Completes and timely submits the scholarship application form in its entirety.
- Must have at least a 3.4 grade-point average on a 4.0 scale and have a composite score on the SAT/ACT, which places the applicant in the 85th percentile or higher.
- Who most exceeds the performance measurement criteria established by the Roller Skating Foundation Board of Directors.
- Can be certified by an RSA or Affiliate member to be a Child or Employee of said Member or a Child of an Employee of the Member.

Complete application must be received at the Foundation by **April 1, 2014**.

OTHER INFORMATION

- Application should be submitted for the fall semester of 2014. Scholarship applies to tuition only.
- Applicants must meet the criteria to be considered for this scholarship.
- Completed applications must be received at the Roller Skating Foundation by April 1, 2014.
- Award will be announced in April 2014. Winner will be posted on www.rollerskating.com.

DEADLINE

Deadline for submissions is April 1, 2014.

RETURN TO

Mail application with essay, transcript, and letter of references from RSA member/affiliate member, guidance counselor, teacher and a credible person to: Roller Skating Foundation, Attn: Scholarship, 6905 Corporate Drive, Indianapolis, IN 46278.

Questions? Call 317-347-2626 Ext. 108.

PERSONAL INFORMATION

(Last Name) (First Name) (Middle Name)

Home Address: _____
(Street) (City) (State) (Zip)

E-mail Address: _____ Telephone Number: _____

Name of PERSON who is an RSA member or affiliate member: _____ Membership ID: _____

EDUCATION BACKGROUND

School now attending: _____

Address: _____
(Street) (City) (State) (Zip)

1. GPA: _____ Out of: _____

2. ACT Composite Score: _____ SAT Verbal Score: _____ SAT Math Score: _____

3. College you plan to attend: _____

Address: _____
(Street) (City) (State) (Zip)

Has application been made? YES NO Accepted? YES NO

4. What do you intend to major in? _____

EXTRACURRICULAR ACTIVITIES

List volunteer positions, employment, honors, memberships, leadership positions, skills, accomplishments and community service.

Activity or Organization

Position and/or Responsibilities

Essay

Write and attach a 500-word, personal essay explaining your goals for the future and how this scholarship would help you achieve those goals.

References

Submit a letter of reference from:

1. Your Roller Skating Association (RSA) member rink owner/operator or affiliate member
2. Your Guidance Counselor
3. One Teacher
4. Credible Person (employer, teacher, family friend, etc.)

Transcript

You must include a current high school /college transcript to complete your application. Note: Please black out your social security number.

The information on this application is complete and correct to the best of my knowledge.

(Applicant's Signature)

(Date)



6905 Corporate Drive • Indianapolis, IN 46278
Phone: 317-347-2626 Ext. 108 • www.rollerskating.com

Questions?

Call the Foundation at 317-347-2626 Ext. 108 or e-mail foundation@rollerskating.com.



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Tony Muse
TEAM USA



Rio Hotel & Casino, Unmasked!

10 Things to Expect at the Rio All-Suites Hotel & Casino

So, you're planning on attending the 2014 RSA Convention and Trade Show, but you're not sure what to expect of the Rio? Look no further—here are a few things you can expect to see and do while staying in the host hotel!

1. Action-Packed Casino

Featuring over 1,200 slot machines, table games including everything from Blackjack to Craps, poker in the form of No Limit Hold 'em, Omaha and Seven Card Stud, race and sports books, Keno and much more, you'll get to try your hand at winning a jackpot.

2. Village Seafood Buffet

Believe it or not, this smorgasbord is the ONLY all-you-can-eat seafood buffet in Las Vegas featuring endless oysters, crab legs and shrimp, extra stations with traditional items, hard-to-find seafood including the filet of the sea: Lobster.



Visit the Voodoo Rooftop Nightclub

3. Voodoo Steakhouse

Located on the 50th floor of the Rio, this Cajun-style steak house is the perfect place for a romantic, candlelit dinner or big celebrations. Make your way to the 51st floor to dance the night away at the Voodoo Rooftop Nightclub. But before you leave, don't forget to try the signature "Witch Doctor" drink served over dry ice.

4. Martorano's

This old-school Italian restaurant serves up everything from Philly cheesesteaks to Rigatoni Sunday Pork with an atmosphere perfect for a night out complete with a DJ booth, floor-to-ceiling windows and skylights, views of the pool and ongoing TVs that display popular gangster movies.

5. Hash House a Go Go - Twisted Farm Food

Enjoy fresh ingredients, oversized portions and creative options at this one-of-a-kind restaurant that serves everything from house hashes and flapjacks to a famous one-pound stuffed burger and grilled blue crab cakes. Yes, please!

6. Buzios Seafood Restaurant

Serving up fresh seafood like their signature Pacific swordfish piccata and macadamia-crusted tilapia, this seafood-lover's paradise even has an oyster bar! Take in the view of the Rio's VooDoo Beach and pool and relax in this casual, yet elegant seafood paradise.

7. Masquerade Village

Take the Mardi Gras masks you'll get at Convention and saunter over to Masquerade Village for live music, friendly bartenders, neon lights and people-watching.

8. iBar Ultra Lounge

This bar's futuristic atmosphere features space-age style comfy bubble seats at the bar, games, videos, dancers and music all night long in an upbeat, yet relaxing environment – a twist from the everyday smoke-filled bar.

9. Rio Spa and Salon

After a long day of meetings and seminars, relax your mind and body with the ultimate spa treatment including a New You detox service, a detox cellulite treatment with lymphatic drainage massage and seaweed wrap, aroma stone massage, color light therapy, a full-service salon, Swedish or deep-tissue massage, hot stone massage, rejuvenating foot massage, facials and more. This isn't just an educational experience, it's also a vacation, so go soak up some pamper time!



10. Take in a Show

Vegas is full of shows, and the Rio brings them right to your doorstep with everything from Penn & Teller and the Rat Pack to a unique Michael Jackson Live experience and even a few concerts and shows that come with the Las Vegas territory.

Whatever your culinary or entertainment delights, you'll definitely find it in Vegas. In some cases, you won't even have to leave your front porch to experience it!



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Roller Skating Association's

Promotional Calendar of Events

May 2014



sun	mon	tues	weds	thurs	fri	sat
<p>May is also: Drum Month, Family Wellness Month, Get Caught Reading Month, Go Fetch! Food Drive for Homeless Animals, Home Schooling Awareness Month, Jewish-American Heritage Month, Latino Books Month, National BBQ Month, National Hamburger Month, National Military Appreciation Month, National Photo Month, Teen CEO Month and National Family Month!</p> <p>For more ideas: familycrafts.about.com, brownielocks.com, zanyholidays.com, thenibble.com, holidayinsights.com, daysoftheyear.com.</p>				<p>1 BATMAN DAY </p>	<p>2 Chocolate TRUFFLE DAY </p>	<p>3 BOOM!! COMIC BOOK DAY </p>
<p>4 Lemonade Day! Encourage young entrepreneurs...host a Lemonade Day!</p>	<p>5 CINCO DE MAYO </p>	<p>6 National Teacher Day </p>	<p>7 Great American Grump Out Day - www.smilemaniac.com </p>	<p>8 No Socks Day </p>	<p>9 Military Spouse Appreciation Day </p>	<p>10 stay up all night, night </p>
National Family Week (May 4-10)						
<p>11 happy Mother's day </p>	<p>12 MAY 12 INTERNATIONAL NURSES DAY Children's Book Week (May 12-18)</p>	<p>13 Frog Jumping Day </p>	<p>14 National Chicken Dance Day </p>	<p>15 CHOCOLATE CHIP COOKIE DAY </p>	<p>16 Pizza Party Day </p>	<p>17 ARMED FORCES DAY </p>
<p>18 i love Reese's DAY </p>	<p>19 Devil's Food Cake Day </p>	<p>20 PICK STRAWBERRIES DAY </p>	<p>21 I Need a Patch for that Day! Roller Skate patches available from the RSA!</p>	<p>22 Vanilla Pudding Day </p>	<p>23 National Taffy Day </p>	<p>24 Brothers Day </p>
National Backyard Games Week (May 19-26)						
<p>25 INDIANAPOLIS 500 </p>	<p>26 memorial DAY National Hurricane Preparedness Week (May 25-31)</p>	<p>27 Grape Popsicle Day </p>	<p>28 Hamburger Day </p>	<p>29 Learn About Composting Day </p>	<p>30 Heat Awareness Safety Day </p>	<p>31 World NO Tobacco Day </p>



clip and save

Roller Skating Association's

Promotional Calendar of Events



sun	mon	tues	weds	thurs	fri	sat				
NATIONAL CANCER SURVIVORS DAY Visit www.ncsd.org to organize an event, purchase merchandise and more. National Sun Safety Week (June 1 - 7)	Rocky Road Ice Cream Day NATIONAL EGG DAY 	NATIONAL CHEESE DAY 	National Running Day It's Donut Day! 	Banana Split Day 	World Oceans Day www.worldoceansday.org	Donald Duck Day Ball Point Pen Day 	CORN ON THE COB DAY SUPERMAN DAY POULTRY DAY 	World Juggling Day 		
Men's Health Week (June 9 - 15)	FUDGE DAY EAT YOUR VEGETABLES DAY 	International Sushi day 	GARFIELD DAY 	Flip Flop Day 	PEACHES AND CREAM DAY 	Happy Father's Day TO ALL GREAT FATHERS OF THE WORLD Universal Father's Week (June 15-21)	NATIONAL ONION RING DAYS 	Pink Flamingo Day International Fairy Day 	STRAWBERRY PARADISE DAY chocolate pudding day 	BOMB POP DAY GREAT AMERICAN BACKYARD CAMPOUT NATIONAL WILDLIFE FEDERATION
Lightening Safety Awareness Week (June 22-28)	LOG CABIN DAYS 	National Ice Cream Soda Day 	June is also: Adopt a Cat Month, Country Cooking Month, GLBT Pride Month, Lemon & Mango Month, National Camping Month, National Candy Month, National Iced Tea Month, Sports America Kids Month.				For more ideas: familycrafts.about.com , brownielocks.com , zanyholidays.com , thenibble.com , holidayinsights.com , daysoftheyear.com .			

RSM Member Listings

Listings as of February 24, 2014

The companies listed below—manufacturers and suppliers—are members of the Roller Skating Association International. Company information is updated in each issue of RSB for your reference. If your firm services the roller skating industry and you would like information about becoming a member, or you are a current member needing to update your information, call the association headquarters at 317-347-2626. If you would like an additional listing under another RSM category, there is a charge of \$125 per additional category. Please email membership@rollerskating.com.

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Agile Software and Marketing

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3075 Alhambra Dr #207
Cameron Park, CA 95682
Phone: 888-804-1166
scott@partycentersoftware.com
www.partycentersoftware.com

Partywirks.com

Larry McLean
9450 Southwest Gemini Drive, Ste. 30375
Beaverton, OR 97008
Phone: 503-488-5516
sales@partywirks.com
www.partywirks.com

Pathfinder/CenterEdge Software LLC.

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Phone: 336-598-5934
Fax: 336-598-7562
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www.pfasoft.com

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Richard Dale
5809 Howard Avenue
LaGrange, IL 60525
Phone: 708-497-9896
vendor@timestwotechnology.com
www.timestwotechnology.com

Trustworkz

James Ball
2449 Townelake Parkway
Woodstock, GA 30189
Phone: 770-615-3275
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www.trustworkz.com

Consulting and Rink Planning

RC Sports Inc.

Ron Creten
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Lenexa, KS 66219
Phone: 913-894-5177
Fax: 913-894-5179

info@rcsports.com
www.rcsports.com

WRC & Associates LLC

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Las Vegas, NV 89123
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Fax: 702-405-9589
bill@bill-carlson.net
www.bill-carlson.net

Costumes

Mask US Inc

David Bragg
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info@maskus.com
www.maskus.com

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www.cfgwms.com

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www.floorsystemsinc.com

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www.heartlandagencyinc.com

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www.bumpercar.com

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www.nistevousa.com

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www.rollerderby.com

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www.SkatesUS.com

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Lenexa, KS 66219
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Fax: 913-894-5179
info@rcsports.com
www.rcsports.com

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WHEELS IN MOTION
 "Rollin' Entertainment"

THEMES/SPEAKERS

November 18 - 3 p.m. EST - Topic: DJs
 Speaker: Steve Earley, *SureGrip International*

March 31 - 3 p.m. EDT - Topic: Entertainment
 Speaker: Kenny Cook, *Fun Galaxy*

June 30 - 3 p.m. EDT - Topic: Audio & Lighting
 Speaker: Cody Maxfield, *Audio Lite*

The RSA Education Committee is working hard to ensure that members receive a variety of educational events throughout the year that help increase revenue and keep the party going at your rink!

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To participate, simply email education@rollerskating.com to register. Participation is free of charge!

Couldn't attend the first webinar? Ask Stacy for a copy of the webinar to watch!

FREE WEBINARS FOR RSA MEMBERS!

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 Registration Information at www.rollerskating.org

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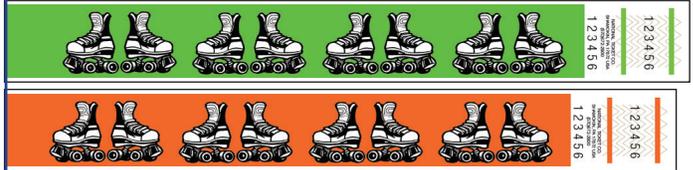
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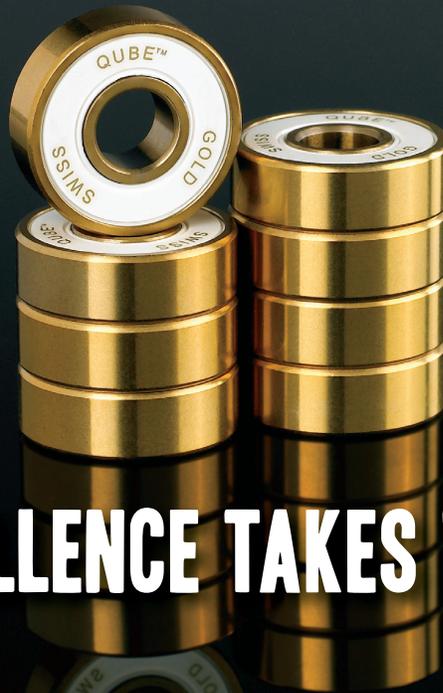


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