



Spring Manager's Seminar

On Thursday, April 27 the Metropolitan Ice Rink Manager's Association will meet at Danbury Arena in Danbury, CT! This seminar is a fantastic opportunity to meet and network with other industry professionals, meet and make new friends, and gain valuable knowledge about the industry. Please join us as we have a full schedule of interesting topics for owners, managers, operations staff, and skating professionals. The agenda is listed below, come one come all, you just might learn something that will make or save your arena some money this year !



- **Customer Retention Through Social Media, Branding, & Creative Programming** Tiesha DiMaggio

It is challenging enough to get our customers to come through the door, but even more difficult to keep them. Tiesha will demonstrate tools to market, brand, and program your arena to keep your customers happy and coming back!



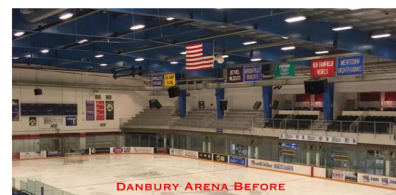
- **Heave Ho...Oh No!**
Kevin McCormack CAO; CADCR

Proper maintenance of your underfloor heat system is extremely important. In just 3 short months after an underfloor heat exchanger failure, Floyd Hall Arena's slab by the ice resurfacers door raised 8 inches. Learn tips on maintaining your underfloor heat system, problems to look for, and how colleagues in the industry can help when something like this happens at your arena!



- **LED Lighting- The Latest Fad?**

Tom Lang from Nedap Light controls will demonstrate Danbury Arena's new LED lighting system with controls and show how it saves money and allows for better control of lighting levels for on ice activities. Available rebates will be discussed as well in this case study!



Includes FREE breakfast and lunch plus cool door and raffle prizes will be provided compliments of our sponsors listed below !



Thursday, April 27, 2017
Danbury Arena, Danbury, CT
9:30 a.m. Check In & Breakfast
10:00 a.m. Meeting Begins

Thank you to our sponsors

- Becker Arena Products
- Safehold Special Risk
- Frontline Solutions
 - Jet Ice
 - CIMCO

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