

CITY OF RAPID CITY TRAVEL REQUEST

Person requesting travel Paul Sterling Department Civic Center

I hereby request permission to travel for the following purpose: (Give specific nature of business and interest of the City to justify cost involved.)

ALM School of Arena Operations

List all other City employees, if any, making the trip for the same purpose: Gary Fisher

Place of meeting or destination: Chicago, IL

Date of meeting Aug 16 - 20, 2009

Date trip to begin Aug 15 Date trip will end Aug 21

Method of transportation requested Air

Table with 2 columns: Description (Estimated transportation cost, Meals, Lodging, Other costs) and Amount (\$ 750.00, 594.00, 594.00, 1490.00). Total estimated cost of trip: \$ 3338.00

Signed (person requesting travel) Date (Department Head)

When the cost of the trip will exceed \$500, per employee, this section must be signed. In accordance with the provisions of Rapid City ordinances and travel regulations, consent is hereby given for travel as requested in the foregoing application. Maximum cost of trip authorized is \$

Approved: Mayor Date

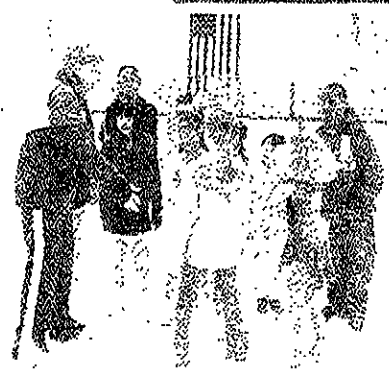
When the cost of the trip will exceed \$1,500, per event, Council approval is required. Approved by Common Council on (Date)

White copy - Mayor Yellow copy - Finance Gold copy - Department copy

Meet the Challenge



2009
Certification Schools
August 16-20
Chicago



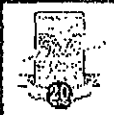
"iAIM is more than just an education – it's a hands-on training experience that you can get nowhere else."

*Dann Mathewson, CAM, CAO, CAP
General Manager, Pickwick Ice Center
Burbank, Calif*

"Learning about new and innovative technologies has helped us decrease expenditures and become more energy-efficient and environmentally friendly."

*Mark Zito, CAM, CAO, CAP
General Manager, Stamford Twin Rinks
Stamford, Conn*

Sponsored by:



Ice Skating Institute

6000 Custer Road, Building 9
Plano, TX 75023

The Ice Arena Institute of Management (iAIM) is a program of the Ice Skating Institute. For more information on iAIM seminars or schools, visit www.skateis.org or call (972) 735-8300.

"I absolutely recommend iAIM for so many reasons – the education coming from people who implement the very practices they are teaching, the network of professionals all over the nation, the ideas generated from the sessions, the support materials and the credential gained that says you took the time and effort to be good at what you do."

*Alane Swiderlo, CAP
Director of Skating Programs
FMC Ice Sports*

Now more than ever,

ice arena professionals are discovering how an investment in IAIM training pays dividends many times over, through increased revenue, lower operating costs and a higher-quality customer experience.

Each track includes three and a half days of concentrated classroom instruction taught by leading experts in the ice arena industry. Certification is earned upon passing a written exam at the end of the school week.

Aug. 16-20 (Register by July 15)

Tuition \$595 per certification track (Non members: \$795)

Certificate of Arena Management

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

Topics include:

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

Certificate of Arena Operations

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

Topics include:

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

Certificate of Arena Programming

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

Topics include:

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

Typical Daily Schedule

SUNDAY

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

Faculty under the direction of
IAIM Chair Rob McBride, CAE,
and IAIM Director Jack Vivian, Ph.D.

MONDAY-WEDNESDAY

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

THURSDAY

Exam	8-9:30 a.m.
Pack & check out	9:30 a.m.-Noon
Lunch (provided)	Noon-1 p.m.
Graduation ceremony	1-2 p.m.

Schedule subject to change without notice.