

## Clubs Matter - Summer 2009

### It's That Time Again...Are You Ready?

The Olympic Winter Games are about 200 days away...what are you doing to celebrate? With the increased visibility and promotion of figure skating in the upcoming Olympic Games, now is the time to capitalize on this opportunity to grow and promote your figure skating club. Here are 10 quick ideas to help you get started:

1. Sign up for the extended National Skating Month sponsored by U.S. Figure Skating. The open house kits including posters, postcards, souvenirs to hand out to participants and a media kit, with sample press releases that will have an Olympic theme. For more information about National Skating Month, go to [www.usfigureskating.org/Clubs.asp?id=234](http://www.usfigureskating.org/Clubs.asp?id=234).
2. Host a SkateFest during the Olympics with free open skating, lessons and exhibitions of your local talent. Use the postcards from U.S. Figure Skating as invitations.
3. Promote NBC's 10 hours of live coverage of the 2010 AT&T U.S. Figure Skating Championships to help fuel interest in figure skating.
4. Hang promotional posters in your community. For free posters, call the ordering department.
5. Host a parent education session for all Basic Skills parents to promote the club, discuss the right time to join, outline membership benefits and pass out brochures.
6. Host a meeting with your coaching staff to discuss your growth targets, marketing ideas and ask for their assistance in achieving your goals. Your coaching staff is your frontline salespeople – open the lines of communication.
7. Designate a member of your board or club as the membership development liaison. This person should have a solid connection with the feeder program in your rink. Enthusiasm is a key.
8. Work with your rink management on any special promotions they are planning and offer to help. Talk with the local hockey associations and work together in your community.
9. Make sure your name and logo are visible in the rink. Redecorate the bulletin board. Hang a banner. Buy a dasher board. There will be an increase in traffic in every facility this winter – make sure you have a presence.
10. Start your own list – pick one of the ideas above, add your own and make it happen!



### Share your great ideas!

If you would like to share a success story with other clubs about a specific program, fund-raiser, scholarship award program, governance issues, or a membership drive and generate a little publicity for your club, please write a short article (include pictures if possible) and send to Susi at [swehrlri@usfigureskating.org](mailto:swehrlri@usfigureskating.org). We will post responses to initiate a new forum for our clubs to share ideas with one another.

### New Basic Skills Regional Competition Approval Reps:

If you are including Basic Skills events in your non-qualifying competition, please obtain a Basic Skills Approval in addition to going through the sanctioning process. This process was put in place to standardize the Basic Skills competitions across the country and to ensure that programs are being given the proper guidance on how to organize a competition. The approval process has been divided into the nine regions, and an approval representative has been assigned to each one. The Basic Skills Competition Manual, which includes information on your regional representative for Basic Skills competitions, can be found within the Basic Skills area of U.S. Figure Skating's web site at <http://www.usfigureskating.org/Programs.asp?id=47>. The approval process and request form can be found on pages 5 and 6 of the manual. Further information that can be found on our web site includes Basic Skills instructor and director resources, dates and locations for Basic Skills seminars, information for parents and more!



### Is Your Club Properly Covered?

**Importance of Waivers:** A waiver and release is an acknowledgement that an activity carries certain risk that may result in serious injury, death or dismemberment. The waiver should contain wording that the individual will not litigate against the organization. The general liability carrier for U.S. Figure Skating requires that all participants have signed waivers and releases on file on an annual basis. The waivers should be maintained until the skater reaches a minimum age of 18 years old and need to be available should a claim come forward. Single-event waivers are required for one-time participants but are not required if an annual waiver and release is already on file. Should you have questions about the waiver policy, please contact Wells Fargo Insurance Services at 800.332.9256 and ask for Andrea Wright or Chuck Delich. For a sample waiver and release form, please click here <http://www.usfigureskating.org/Clubs.asp?id=238>



**Directors and Officers Insurance for Figure Skating Club Boards:** Directors and Officers Liability (D&O) provides protection for the club for allegations of "bad decisions" or "wrongful acts." The general liability coverage provided to the clubs through U.S. Figure Skating provides coverage for allegations of negligence which result in property damage or bodily injury. The strongest argument for purchasing D&O coverage rests with the costs to defend these actions. Quite simply, the cost to purchase D&O insurance is significantly less than the cost to defend an action brought against a figure skating club. It becomes a prudent decision for the figure skating club to protect itself, its volunteers and its assets to the best of its ability. Think about it – you purchase automobile insurance and homeowners insurance to provide protection for you and your family; D&O provides protection for your club and your volunteers' personal assets. For more information about D & O coverage for your club click here <http://www.usfigureskating.org/Clubs.asp?id=238>

### Team Wristbands – Available for a Limited Time Only!



U.S. Figure Skating Team Wristbands are available to you and your club for \$3.45 each. The best part is, based on a suggested retail price of \$5.95, your club generates \$2.50, and U.S. Figure Skating's "Road to Vancouver"

fund receives a \$1 royalty from the company producing the wristbands. It's easy to participate and easy to succeed. A dedicated web site ([www.usfwristbands.org](http://www.usfwristbands.org)) has been created for you to place an order, request collateral material to help your local marketing efforts and receive tips on how to make your program a success. You can also link to the site by clicking on the "Team Wristbands" image on the U.S. Figure Skating's home page.

The road to Vancouver and beyond is paved with dedication and sacrifice. What better way to demonstrate your support of the Olympic dream than to offer a product that is easy to order, easy to sell and helps fuel the dreams of America's current and future champions. And better yet, all skaters love to wear them!

### Test Track Updated for 2009-10 – effective Sept. 1, 2009

Click here to download a copy of the 2009-10 Level Descriptions. We have made it available in both portrait and landscape for your convenience. <http://www.usfigureskating.org/Programs.asp?id=79>

### Collegiate Membership Notice:

U.S. Figure Skating created a more affordable membership package for college-aged skaters to register. This membership option is available through any member club and carries the same privileges as full membership, including a subscription to SKATING magazine, and all testing and competition privileges. The fee is ONLY \$70 for a consecutive four-year period, regardless of the member's college graduation date. This membership is priced at a discounted rate so the savings could be passed onto the college-aged skater to encourage them to stay involved with either their home club or to join their new collegiate club. Please promote this membership by reaching out to your high school graduating seniors to your members – as it was intended.