

Learn To Skate USA Program



What is it?

The Learn to Skate USA program was created to be the best beginning ice-skating program in the world. It is designed to serve the needs of both recreational and competitive skaters. The curriculum keeps skaters enthusiastic about learning from the time they begin lessons until the time they reach their goals. Whether they want Olympic fame or to simply enjoy the recreational benefits of skating, the Learn to Skate USA Program is the place to start!

Skating schools and ice facilities can use this comprehensive development program to draw more skaters onto the ice. Skaters, instructors and directors will benefit from this structured approach. Ice facilities will be used, enrollment will increase, and skaters of all ages and abilities will be able to participate in this lifelong sport. As the only skating program endorsed by U.S. Figure Skating, USA Hockey and US Speedskating, the Learn to Skate USA Program is available to any member figure skating club, ice facility, recreation department, individual skating instructor, college, university or other organization. Club affiliation is not a requirement to use the program.

Mission

The mission of Learn to Skate USA is to provide a fun and positive experience that will instill a lifelong love of skating. The objectives of the program are:

- Teach children and adults the fundamentals of ice skating while building confidence and skills through each lesson.
- Provide a progressive curriculum that ensures success from the first steps on the ice to the mastery of advanced skills
- Promote the health and fitness benefits of ice skating.
- Equip each participant with the foundation necessary to reach their goal, be it recreational or competitive in nature.

Why Join Learn To Skate USA?

This exciting program consists of Snowplow Sam, Basic Skills, Free Skate, Hockey, Adult, Dance, Synchronized, Pairs, Theatre on Ice, Artistry in Motion, Speed Skating and Special Olympics/Therapeutic group class curriculum. Upon completion of each level, the skater should be equipped with the necessary knowledge and technique to advance to the next level.

- It is the official learn-to-skate program of the national governing body for figure skating
- The road to the Olympics
- Highest quality instruction
- Fun, challenging and rewarding skating curriculums for all ages and abilities
- Bridge to U.S. Figure Skating testing and competitive structure
- Promotional materials available for skaters, parents and facilities
- Manuals, videos and workshops for all instructors
- Sports accident insurance coverage
- All for a \$12 annual membership fee

The curriculum is designed to keep skaters enthusiastic about learning from the time they begin lessons until the time they reach their goals. Whether your goal is to achieve Olympic fame or simply enjoy the recreational benefits of skating, Learn to Skate USA is for you! The entire Learn to Skate USA program has special classes for many facets of skating including free skate, pairs, synchronized skating, choreography (Artistry in Motion), hockey and more! There are approximately 1,000 programs and over 120,000 skaters registered across the United States.

Impact On Your Facility:

Learn to Skate USA programs bring first-time skaters through the doors of facilities. Group lessons inspire skaters to continue participating in the curriculum and equip them with the skills to pursue a hobby or career in ice sports. A carefully planned Learn to Skate USA program can greatly impact a facility and its overall bottom line. By using the Learn to Skate USA curriculum you are able to offer your clientele the best basic skating program in the United States.

As with any successful business, the ability to grow and retain customers can always pose a challenge. By setting goals, following a marketing plan, having an excellent staff and providing exceptional customer service you can increase your participation numbers and entice skaters to come back. The growth of your Learn to Skate USA program will provide a more successful feeder program into your Figure Skating Clubs, Youth Hockey Programs, Speedskating clubs and Team programs such as Theatre on Ice and Synchronized Skating. Success begins at the Grassroots level and with a properly run Learn to Skate USA program you will see bottom line revenue results! Guaranteed!

For more information, visit www.LearnToSkateUSA.com, or call (877) 587-1400.

