

LEARN TO SKATE USA

Business Value

The brisk yet heart-warming chill in the air. The ice crafted into a canvas of curves. Skaters performing to a mixture of music and applause.

While skaters and their families see and enjoy the rink, you see it more as a business. Every day, you put forth your best efforts to increase the number of smiles and laughs. To make your business successful, you know you need resources—the right resources.

It takes a dedicated, hardworking staff to keep your business in the black. It also takes the support and resources of Learn to Skate USA, powered by Toyota, to keep the laughter going.



The business advantages OF PARTNERING WITH LEARN TO SKATE USA:

Learn to Skate USA is the only beginning skating program endorsed by U.S. Figure Skating, USA Hockey, US Speedskating and the Special Olympics, which includes the adaptive skating curriculum created specifically for disabled skaters.

Learn to Skate USA programs are owned and operated by rinks, park districts, hockey associations, figure skating clubs, speedskating clubs and private individuals.

Liability and limited accident insurance covers all registered members as well as sanctioned and approved program activities.

Skills progression stays in proper sequential order, an important practice to accelerate recreational skaters aspiring to advance to more competitive levels.

Marketing and promotional materials are available, including badges, posters, encouragement stickers, skill cards, Snowplow Sam merchandise, postcards, instructional manuals, parent

education resources, and skill booklets with stickers for skaters tracking their overall progress. All members receive ongoing information at every stage of their skating careers.

All registered program instructors have passed basic certification exams, and those 18 years and older have passed an annual criminal background screen.

Instructional tips and videos covering all skills at all levels are available through the Skate Coach App Series, a great resource to guide skaters interested in enhancing their skills. Available for Apple and Android platforms.

No fees are needed to host competitions. All applications and standard procedures must be completed, reviewed and approved for accuracy. All instructors, along with competitive and recreational skaters ages 16 and up, are welcome to judge these events.



LearnToSkateUSA.com



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Places

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