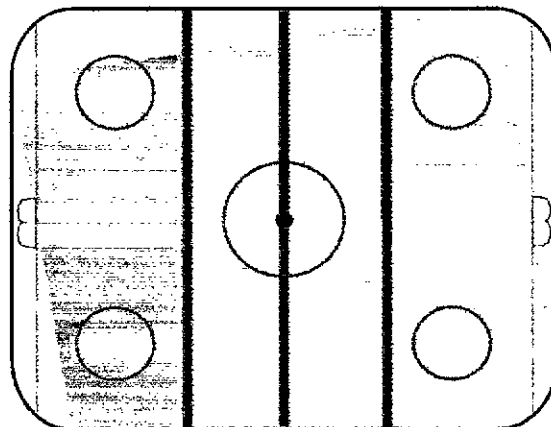


The Cutting Edge:
Keeping Kosciusko County Families in Thin Ice

For
**Kosciusko Leadership Academy
White Paper Project**

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The Cutting Edge Keeping Kosciusko County Families on Thin Ice

Until last year, Kosciusko County had never had an indoor ice skating rink. In order for the existing facility to remain viable, our community must be made aware of its existence and the skating season must be lengthened.

Ice skating is one of few winter family activities. Besides being fun, it is an excellent cardiovascular and muscle toning exercise. The rink provides a safe haven from wind chill and unstable lake ice conditions. A significant cost and time savings is realized by avoiding a trip to South Bend or Ft. Wayne.

Background Information

The project is not experimental. This past season over 500 people have paid to use the facility. The large number of attendees support the need for such a facility in Kosciusko County. The rink is operated by the Northern Lakes Skating Association (NLSA). NLSA is a non-for-profit organization comprised of both families and individuals.

Northern Lakes Skating Association (NLSA) was formed by ten (10) families in February of 1994. Last year, NLSA had a combined family and individual membership of 41 and this year, NLSA had 82 family and individual memberships.

The first skating rink was constructed in 1994/1995 utilizing the Llama Barn located at the Kosciusko County Fairgrounds. The building provided skaters with a roof and approximately two-thirds enclosure. The dimensions of the ice surface were 65 ft. x 130 ft. Sawdust was used as an insulation barrier with Visqueen protecting the

sawdust. Circulation of anti-freeze through 1/2" tubing helped offset fluctuations in ground temperature. Water was transported to the facility by firetruck. Since each layer of ice was being flooded with warm water, creating an "iceberg effect"; the quality of the base ice was marginal at best. 55 gallon drums of water were hauled in to finish building the ice surface. A homemade resurfacing machine was used to apply water from the 55 gallon drums. The first season lasted approximately 6 weeks.

This year, the NLSA was able to secure the Quonset hut in the Winona Lake Park for the rink. The facility offered a fully enclosed structure with space for a warming room. An important feature was a water source nearby. The building was converted from its old use of boat storage to the rink beginning in September of 1995. The existing boards and tubing from the Llama Barn were reused in this facility. The rink had dimensions of 75 ft. x 100 ft. A new two-piece liner was purchased from last year's proceeds.

As soon as temperatures dropped below freezing, a pump was rented to pump lake water from the adjacent canal to cover the floor. City water was then connected by a garden hose to the homemade resurfer to build the ice surface. Using the water source was much easier than placing a 55 gallon drum onto a 2-wheel dolly and pulling it across the ice. The skating season was extended to 9 weeks, representing a 50% improvement over the previous season.

The NLSA plan for the 1996/97 season is to extend the skating surface to 65 ft. x 130 ft., construct an insulated warming room and provide limited refreshments.

Public Awareness

Advertising is the primary means that NLSA will use to gain public awareness. After studying the demographic data it was concluded that age, education, household income and occupation were irrelevant. All residents, regardless of age, income etc., were considered to be potential customers and were to be equally pursued.

The advertising mediums used will vary from electronic to print and were chosen to target the wide spectrum of potential customers. The media chosen include: Times Union, The Paper, WRSW, Q-101, WAWC and VSP (local television commercial). Additional means of advertising are portable signs, which can be used in various areas of high traffic around the county and a membership newsletter. The best and cheapest means of advertising is word-of-mouth. It is hoped that after a certain period of time, the amount of advertising can be reduced and word-of-mouth can be relied upon more heavily. The advertising campaign will be reanalyzed on a yearly basis to eliminate possible waste and to determine optimum media.

Extending The Skating Season

Indiana weather often changes even in the winter. The warming spells, while great for cabin fever, are frustrating for NLSA. The ice evaporates as well as becomes liquid on the surface forcing the rink to be closed.

The ice surface is normally maintained by scraping off the loose ice and applying water onto the surface 1/32" at a time. NLSA is at the mercy of mother nature in maintaining the ice. When the temperatures rise, the rink must be closed to protect the ice. The temperature fluctuations seem to occur just as more skaters are showing up. When the rink is back in condition for use, the attendance declines for a short period.

A crude chiller system consisting of 8000 ft. of 1/2" tubing circulating anti-freeze through a chest freezer and under the ice has had limited effectiveness when temperatures exceed 32 degrees.

NLSA would like to purchase a reconditioned chiller (see Appendix A) that would utilize the existing tubing to maintain the ice during periods of warming. The proposed system would include 2 - 30hp compressors, 1 - evaporative condenser, 1 - chiller barrel and 1 - 25hp circulation pump. The cost of the system is estimated between \$35,000 and \$40,000. The purchase of the proposed chiller should help maintain the ice up to outside temperatures of 40 degrees. The chiller will extend the skating season to approximately 16 weeks.

A second piece of equipment that would help maximize the skating time is a tractor mounted resurfacer (see Appendix B). NLSA currently manually scrapes the ice to remove shavings created by the skaters. Water is then applied to the ice, 1/32" at a time, using the manually pulled homemade resurfacer. This process works best when external air temperatures are at 20 degrees or below. The manual method takes approximately 1 hour. The proposed tractor mounted resurfacer would take approximately 1/2 hour to apply the new surface to the ice. This piece of equipment should maximize the ice time availability and reduce the amount of volunteer labor. The proposed resurfacer may be purchased for approximately \$3,500.

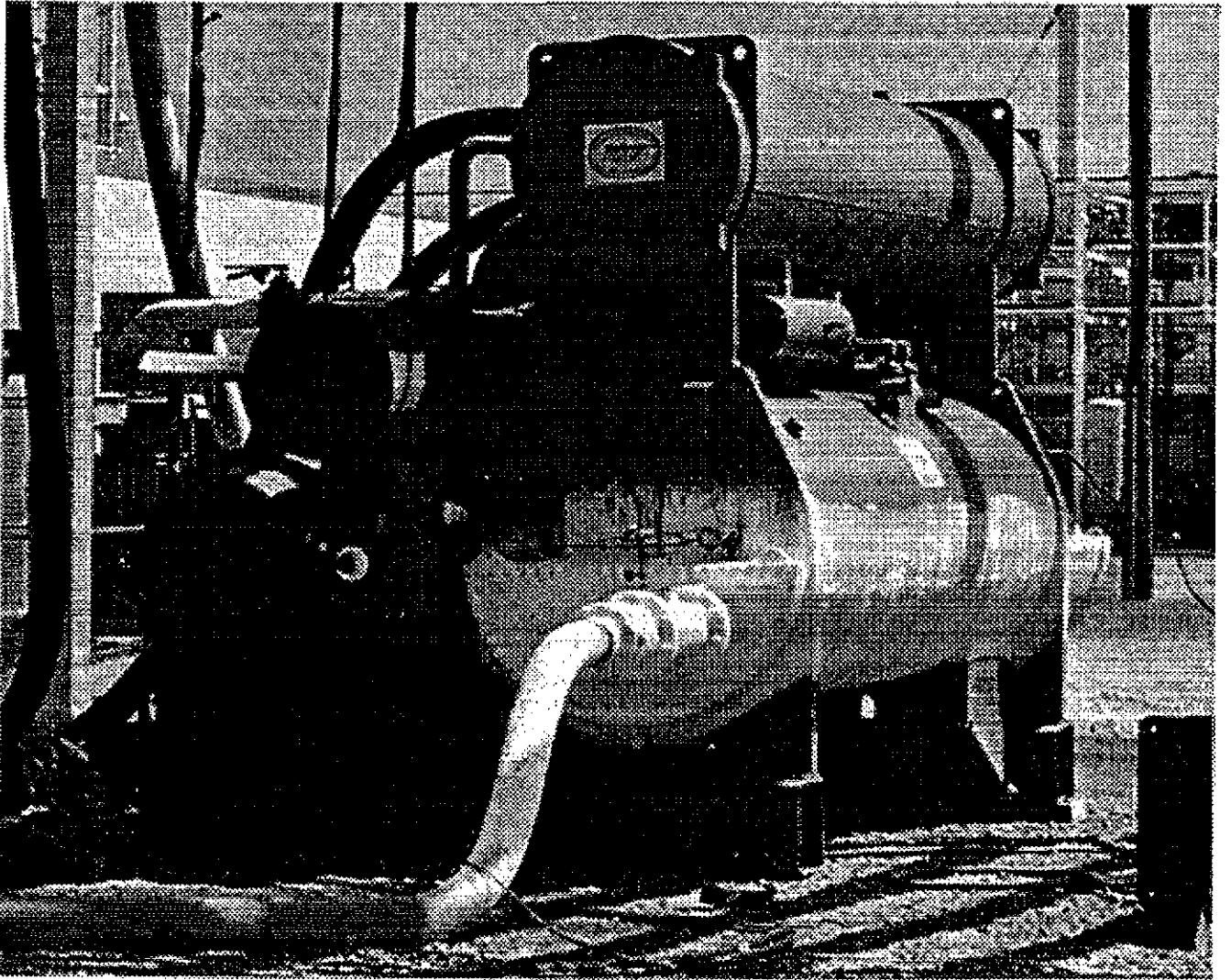
The liner used during the past season was a two-piece construction that was taped at the seam with gray duct tape. During use, this liner leaks forcing an increase in the amount of water needed when a warming period melts ice. NLSA proposes to purchase a one-piece liner for approximately \$1,500.

Conclusion

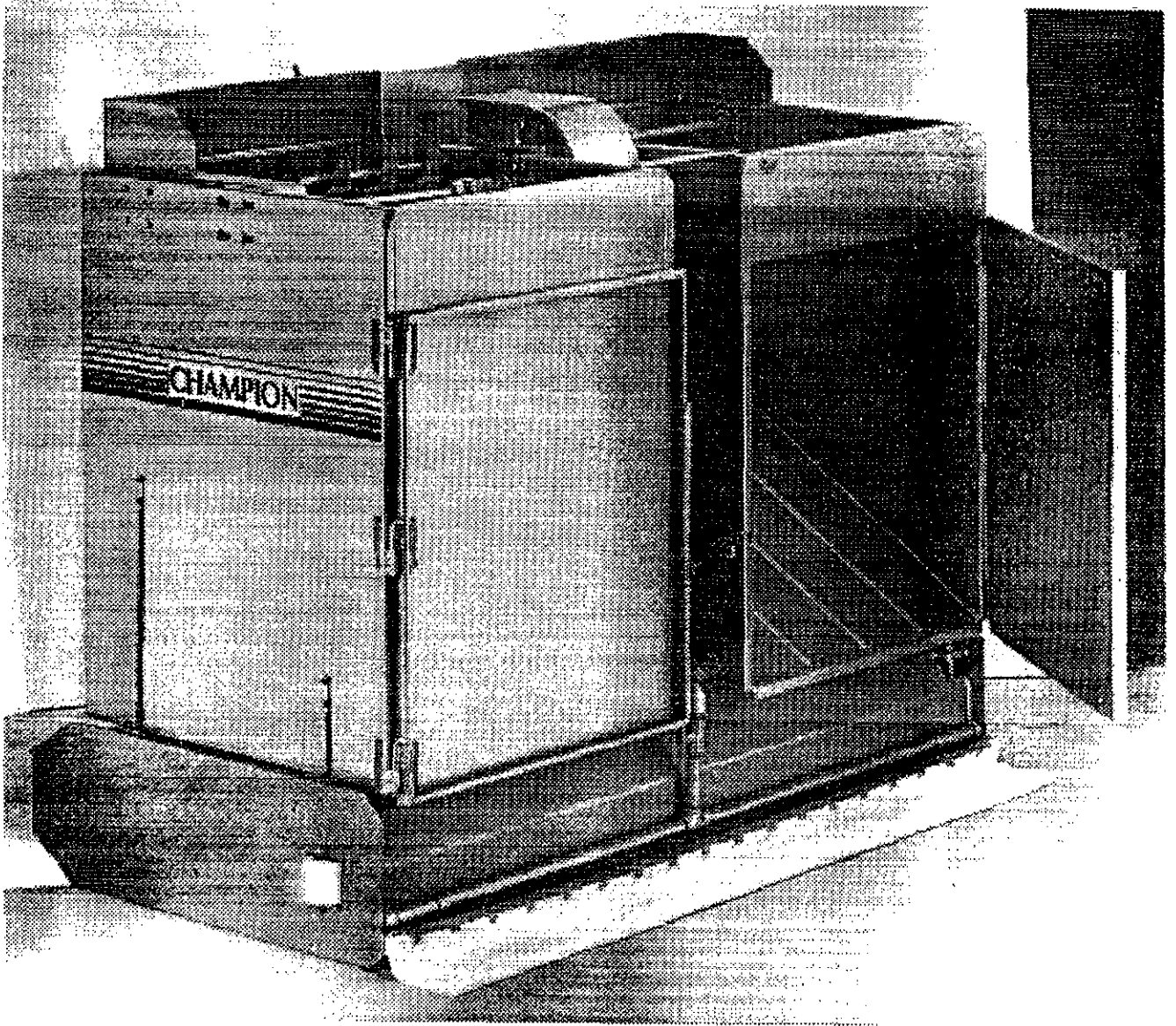
By advertising and raising funds (see Appendix C) for new equipment the Northern Lakes Skating Association plans to increase the public awareness of the ice rink and to extend the skating season. If you have an interest in helping NLSA please contact Brian Smith at Smith Appliances in Warsaw, Indiana.

Prepared by Bill Marlatt, Jim McFadden, Carl Lauster and Dean Golden.
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Appendix A



Appendix B



Appendix C Fund Raising

Fund raising is essential to the development of the current ice rink and its continued existence and success. Three fund raising methods have been selected as the best approach for NLSA.

The three methods of fund raising are anticipated to raise in excess of \$50,000 in a period of one year. The three methods are telemarketing, a public auction and newspaper advertising sponsorship.

The telemarketing campaign requires a group of 80 people to spend about two hours on the phone soliciting donations. To maximize the results, different groups will concentrate on different areas of the county. This method is expected to raise about \$40,000.

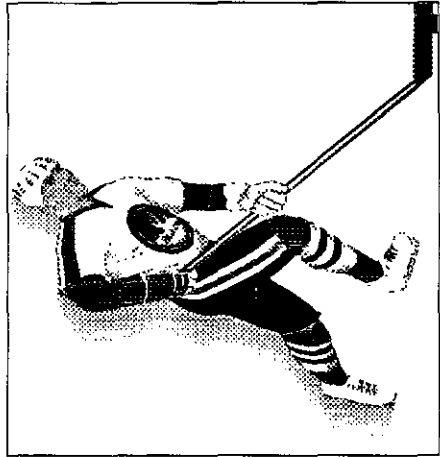
The second method, the public auction, is expected to raise \$10,000. The calling teams assembled for the telemarketing campaign will use the same solicitation procedure for donated items to be auctioned with the proceeds going to NLSA.

The newspaper advertising promotional is expected to raise \$2000. Local newspapers will be contacted and asked to sell advertising and make donations of ad space sold back to the ice rink. The additional advertising exposure will not only be free for the ice rink, but will also provide revenue for continued operation.

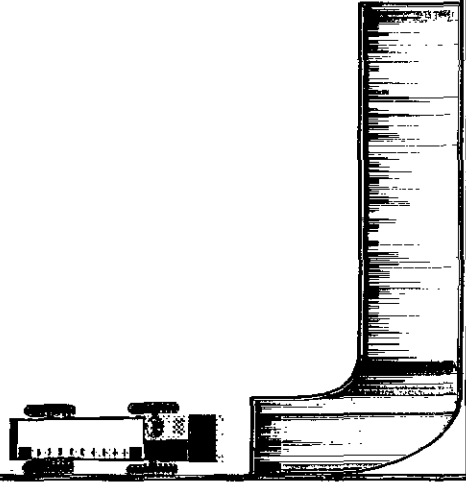
Name		Address		City		State		Zip		Age		Sex			
Last Name		First Name		Home Ph.		Bus. Ph.		Male		Female		Male		Female	
Address		City		State		Zip		Age		Sex		Male		Female	

Name		Address		City		State		Zip		Age		Sex			
Last Name		First Name		Home Ph.		Bus. Ph.		Male		Female		Male		Female	
Address		City		State		Zip		Age		Sex		Male		Female	

I / We can help with : Skating Sessions Construction Operations / Maint.



Northern Lakes Skating Association



What is NLSA ?

Northern Lakes Skating Association (NLSA) is a non-for-profit group of families and individuals that was formed in February of 1994.

The purpose of NLSA is the construction, maintenance, and operation of an enclosed ice skating facility in Kosciusko County.

Where do we skate ?

During the 1994-1995 season, a rink was constructed at the former Llama Barn located at the Fairgrounds. This past 1995-1996 season, we moved into the Quonset Hut, which is located on the north side of Winona Lake Park. Plans are underway to enlarge our current rink at Winona Lake to 70' x 130' and provide a warming room with heating and a view.

Who gets to skate ?

Children and adults of all ages are welcome to skate at the NLSA rink. Skating sessions are arranged to accommodate both figure skating and hockey.

Public skating allows everyone to participate. Hockey sessions are divided among Youth (under 13 yrs. old), Teen (13-17 yrs. old), and Adult (18 yrs. & older). Rink rental is available throughout the week. Call 267-4859 for times.

Why join NLSA ?

Ice skating is always fun ! It is one of few winter family activities that provides enjoyment and physical activity.

Unlike pond skating, NLSA offers a safe alternative by providing a rink with an excellent ice surface. In addition, the rink is well lit and fully enclosed, which eliminates the wind chill effect.

When can we skate ?

The current skating schedule is :

Public Skating

Monday - Thursday 6:00 - 7:30 p.m.
Friday & Saturday 7:00 - 9:00 p.m.
Sunday 2:00 - 5:00 p.m.

Youth Hockey

Tuesday & Wednesday 7:30 - 9:00 p.m.
Saturday 3:30 - 5:30 p.m.
Sunday To be determined

Teen Hockey

Saturday 9:00 - 11:00 a.m.
Sunday To be determined

Adult Hockey

Monday & Thursday 7:30 - 9:00 p.m.
Saturday 1:00 - 3:00 p.m.
Sunday To be determined

How much does it cost ?

Family membership is \$20.00 per year. Single membership is only \$10.00 per year. Skating fees are :

Public Skating

Members \$2.00
Non-members \$3.00

Youth Hockey

Members \$2.00
Non-members \$3.00

Teen Hockey

Members \$3.00
Non-members \$4.00

Adult Hockey

Members \$5.00
Non-members \$6.00

How do we join ?

It's as easy as 1 - 2 - 3 :

1. Fill out the membership form (back side).
2. Write a check (No cash) to : **NLSA**
3. Mail your form and check to :
Jim Cowen, NLSA Treasurer
c/o Lake City Bank
P.O. Box 1387
Warsaw, IN 46581