

video for your staff to watch, use computer programs to train new hires, etc.

Names are important, so use their nickname. Applications should be online and your work schedules posted on your Web site. Don't print mounds of paper and expect the information to be read and retained. Make handbooks and memos less complicated and smaller, while focusing on the most important items for your business success. Enhance communication by using e-mail and text messaging. Create a vibrant workplace through the use of photos and videos of your employees at work and away from work.

Education... not Just Training

If training is the "how," then education is the "why." This age group requires to know the purpose - the why - behind tasks. Never assume anything, confirm their knowledge and explain the purpose behind every task.

Parents and teachers used to prepare teens for the workplace. That does not occur at the same level as it once did. Build education into your training process and you will find longer-term, and a more committed young work force. This is the new calling for today's teen employers.

Style Matters

Style is how employees look, the image of your company and how they are treated at work. Teens care about how they look and how they're treated. Uniforms shouldn't embarrass your staff, and your grooming policy should be relevant. Be prepared to justify both to your employees.

Be knowledgeable of current teen trends in fashion, music and entertainment, and pay attention to the techniques and strategies utilized by retailers to get teens to spend their hard-earned money. Today's retailers are very good at motivating teens!

Teens don't quit companies... they quit people. As a supervisor of teens, how you carry yourself has a huge impact on performance and retention. Every manager or supervisor needs to be on board with the commitment of getting the most from your teens.

A fresh approach in working with your teens does not mean that you need to compromise the values and principals of your business. Instead it should provide the opportunity for you to increase your focus.

Teens can be inspired, motivated and productive - they are the most knowledgeable and adaptive group ever. Don't judge them through the eyes of when you were a teen... look through theirs. You have nothing to lose, and you'll have a positive impact on the lives of your teen employees.

Ken Whiting is an industry expert on providing solutions for entry-level workforce challenges. For a free copy of the "WAVES 101 Best Ways to Recruit, Retain, Educate and Motivate Today's Teens" visit WAVESforsuccess.com. For speaking and consulting, call 831-423-1890 ex.2 or email ken@wavesforsuccess.com.

Two rinks find satisfaction helping families in need

By Dionne Obeso

When young Jimmy Pierce and his parents were killed in a car accident, the members of his hockey team wanted to do something to help his only surviving sister, Megan, 16. They approached the rink at which they held their practices, CN Skate Palace of Aston, Pa. Fortunately, owner Frank Schiazza is always happy to help. "We have never been a stranger to charity events," he said.

Kevin Schad, general manager of Skate Station in Orange Park, Fla., was recently moved to aid a member of his community as well. On the afternoon of October 19th this year, Somer Renee Thompson, age 7, went missing on her way home from school. Two days later, her body was found in a landfill in Georgia.

The entire community of Orange Park had rallied to find her, and everyone was rocked by the way things turned out. "The young girl's home was only about 2 miles from the rink, and she vanished only about a mile from home, so it hit really close to home for us," Schad said. Many members of the community did what they could to support the young girl's family, including Skate Station, which held a fund raiser and benefit on November 3rd.

Charity events, in which rinks help to raise money for a cause, are good press. They are good for community relations, and they are good for the people they benefit, but best of all, they are good for rink owners and employees, who get the joy and the pride of helping those in need.

Schiazza stands by the power of doing good, and so do his employees. "People don't think that kids today (as employees) are all that good, but if we need them to, our staff will help out. They will even come in and volunteer their time during some of the fund raisers," he said.

Amounts of money raised in a charity skate can vary widely depending on the organizers. In the case of CN Skate Palace, Schiazza takes a hands-off approach to raising money for a cause, preferring to donate his rink and employees for the duration of the event. The admission price is set and collected by the people doing the fund raising, and he leaves it up to them to arrange for any additional ways to raise money, including games, raffles, and sales. He also donates any profits after expenses from his snack bar and novelty counter during the event.

When communities are united by a cause, they are often generous with the fund raising events. "We'll donate the proceeds from our snack bar and so on, but the lion's share of money to be made is in the admission price. In fact, people will usually pay extra on admission to help with the cause and to help raise money," Schiazza said.

Schad also relied heavily on the community to help with his rink's event. "We had a lot of people come out to help," he said. "We had local celebrities come out to sup-

port us, including Jacksonville Jaguar Troy Williamson, who showed up with some of the Jacksonville Jaguar cheerleaders. Local radio DJ Dr. Doom performed live for the event, and the Clay county sheriffs showed up as well. We even had some EMTs come

that her school has done fundraisers with us," Schad said. "Halloween was downright spooky for everyone. I mean, her killer is still at large." It was a positive thing to be able to give the community a safe and familiar place to gather in her name.

Schiazza hosted 175 people at CN Skate Palace for the benefit of Megan Pierce, and the coordinators for the event raised approximately \$1000 for her college fund. Schiazza is pleased. "Any time we are approached with a cause, we are glad to help out. It is a part of being part of the community," he said.

If you are approached by a member of your community or want to help out someone in need, there are several ways that you can handle things. If you like being in control of your rink, then it might be best if you host the benefit yourself, setting the price or keeping admission the same, collecting the profits, and turning them over to the beneficiary or to the fund raising entity. You can contact local celebrities and groups to help you. For example, the local high school cheerleaders might be happy to perform on the rink floor for the cause.

It is also easy to turn your rink over to the fundraisers and let them handle the money for the night. You just need to supervise the event and your employees and help out if there are any problems. However you choose to help, it is never a bad idea to reach out to your community and to members of it in need.



out with a fire truck."

Skate Station hosted a total of 160 people for the benefit, and raised a total of around \$1000 for the Thompson family. The entry fee for the evening was donated to the cause, as were any fees raised by other Skate Station attractions, including the rock climbing wall and the miniature golf course. "I would imagine that Somer and her siblings have probably even skated here. I know

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