

Around the Industry

Our *Around the Industry* section highlights organizations in the roller skating industry. If your organization has events or opportunities to share with *Rinksider* readers, please contact us at: rinkeditor@cinci.rr.com.

Roller Skating Association announces new upcoming seminars, roller skating commercials, webinars and educational materials

With a forward-thinking, positive and energetic attitude, RSA President Bobby Bentley has begun a collaborative effort to get all committees working together towards one common goal. Dubbed the "RSA Mega Meeting," board and committee members convened at the RSA National Office in Indianapolis, Ind., to focus on the year ahead. Held

in combination with Chapter Officer Training, the meeting allowed more than a dozen new chapter officers to learn how to create exciting and educational chapter meetings. It also sought to encourage and inspire new, young rink owners/operators in their path to volunteering for the Association and being generational leaders in the roller skating industry.

New seminar

As a result of these meetings, the Association is kicking off a new seminar called "Kickstart Your Learn-to-Skate Classes with the RSA Super Skater Program." First held at the RSA Convention in 2014, this popular seminar will now be a traveling educational seminar, the first of which was held in conjunction with the Southeast Skate Supply Trade Show at the Sparkles Skating Rink in Smyrna, Ga., in October. Attendees are trained by SRSTA Chairwoman and Seminar Leader, Patricia Jacques. A successful rink owner/operator for more than 40 years, Pat has utilized this class program for four decades in her rink which has helped build and maintain strong ties to the community. Participants will learn how to make the most of the RSA Super Skater Program, focusing on how to teach customers how to skate and work their way through the program to build confidence and continued interest in roller skating. Part two will allow participants to become registered SRSTA coaches while in attendance for just \$40/year. Section officers interested in bringing this seminar to their meetings can contact Pat Jacques at patj@starstream.net or 916-837-3279.

Roller skating commercials

Work has begun on the first roller skating commercial video, which will



be made available to all RSA members to customize and utilize in their markets. The videos will focus on roller skate sales for the holidays and are sponsored, in part, by Roller Skating Rocks, Crazy Skates and Pepsi in this collaborative effort to bring roller skating to the forefront of television marketing. Members should pay attention to their RSA Today e-newsletters and Roller Skating Business Magazine for updates on when and where to access these commercial videos.

New webinars

November 12 will be the first webinar in a series of four that will cover a variety of educational topics for members.

November 12, 1 p.m.: HR360 – Hosted by HR360 guides, members will be shown how to utilize this powerful member benefit that we know members will learn to rely upon once they under-

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KidsSkateFree holds annual Sk8Expo convention

KSF's Convention & Trade Show, Sk8 Expo, was held September 9-10 2014, at the TradeWinds Resort in St. Petersburg, Fla. See more info at www.sk8expo.org.



Sk8Expo attendees flocked to the informative presentations.



Don Perkins lead the session regarding Kids Skate Free.



It wasn't all work, some attendees found time for a little golf.



Networking and sharing ideas is a lot more enjoyable in the Florida sun.