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Employee uniforms one more way to promote your rink's 'brand'

look like a cohesive unit.

The uniform that you select for your staff should accurately reflect your rink's identity, or brand. A uniform should be practical so the employee has ease of movement can reach, bend and tend to customer needs. It should be attractive, comfortable to wear and easy to launder as well as durable, practical and long-lasting. The color of the uniform shirts should be very visible and easily identifiable, as should the logo.

Another reason to select colorful and noticeable employee uniforms is that they can make guests feel happy, and isn't that part of the experience? Children perceive staff members in bright, happy colors as being more approachable and friendly. It is my experience that colorful shirts worn with navy or black pants work the best for a clean, professional appearance. The dark color pants always look good, and most employees already own a pair of navy or black khaki's.

If your employees routinely interact with local businesses, consider the fact that wearing a uniform with a logo is a good way to promote your facility and enhance your company image.

Because roller skating is a fun, entertaining business, your choice of uniforms should keep with what you really are all about. Selecting fresh and vibrant colors, not normally part of a guest's wardrobe, is certainly a major consideration. The identifying uniform should be easy to pick out in the crowd. Aren't parent's more comfortable in roller skating centers when they can eas-

ily identify employees?

Floor guards are the most visible employees in a roller skating center and should always be dressed in highly visible uniforms such as referee shirts, striped rugby or soccer-style shirts. Skaters and spectators can easily pick them out of a crowd.

Implementing a company uniform program is believed to build productivity

HOT TRENDS by Bill Carlson

and team spirit. If all of your employees are wearing uniforms, including management, this promotes a feeling of equality, which is good for employee self-esteem. The bottom line is: content employees have higher productivity rates and higher job satisfaction. A uniform can make an employee feel that he truly belongs to an organization.

Look at the cost to outfit your staff in uniforms as a cost of doing business; make it a line item in your budget. There is no substitute for a great looking staff that looks like one, cohesive team. Your staff will have greater stage presence and your customers will be the biggest benefactors.

U-Profit Business Success, Las Vegas August 28-29, 2012

Bill Carlson's U-Profit Business Success, Las Vegas has a new home in the South Point Hotel, Casino, & Spa - a premier location for meetings and conventions. U-Profit Business Success continues to make programs accessible to business owners, operators, managers and key personnel who are looking for ways to improve their respective operations and make more money.

The next event takes place August 28-29, 2012. According to Carlson, the Las Vegas event is a great way to immerse yourself into two days of information packed seminars, workshops and business concepts for the future.

This year's line-up of seminar presenters includes: Don Perkins, Giggles & Grins, Inc.; Frank Price, Birthday University; Bill Carlson, U-Profit Business Success; and Katie Bruno, wddonline.com. Scheduled presentations will include:

- Organizational Integrity
- Social Media Strategies That Work
- Birthday Parties for the Next Century
- Teambuilding Programs, Why Not?
- Change is Inevitable
- Are You Prepared for a Lawsuit
- The Local/Mobile/Social Revolution
- Service Basics to Remarkable Services
- ON Time Marketing \$\$\$
- U-Profit Connect

Make your reservation and download complete schedule, program and presentation information at: www.bill-carlson.net.

Outfitting your employees in uniforms conveys an image and is an extension of your brand. First impressions mean a lot in the business world. A uniform visually says "I know what I'm doing," which will garner more respect and capture more business.

Wearing a uniform is becoming the rule rather than the exception. In excess of 32 million Americans wear a uniform to work. Employers are opting to outfit their employees with uniforms for a variety of reasons. Perception and image is vitally important in the fun business world. If your employees are dressed alike, in a readily identifiable uniform, the perception is of professionalism, organization, reliability, and consistency.

Uniforms are valuable because they identify employees as belonging to the same organization, can protect employees in the workplace and can foster team spirit. Guests who need help with directions, a coin jam, a skate issue or who just have a question about the facility can easily find an employee to help them.

A good reason for dressing your employees in a uniform that sports a visible company logo and name tag is it tells the customer who the employee is and who he is working for. Often I see businesses that provide a nice logo shirt to each employee, but then let the employees choose what pants or shorts they are going to wear for the day. I also have seen facilities where it is multiple color staff shirt for the day. When providing nametags it is best to keep it simple. I recommend following Disney's lead - all nametags are the same and only the employee's first name is necessary.

It is a good idea to have a uniform policy describing what shirts and pants are acceptable together and enforce it. Every employee should be checked each day for uniform violations; make it part of your culture.

Your staff will greatly appreciate being provided with a uniform to wear in the work place. This eliminates the daily hassle of figuring out what to wear and it will also save them money because they do not have to buy work clothes. It also provides consistency among staff so they

PRODUCT NEWS

Nistevo breaks into the quad boot market

Nistevo is proud to launch *Vertigo by Luigino* and *Jackson* quad boots as well as the much-anticipated *Pilot* quad plate series.

Vertigo by Luigino- Features Pro-E Foot Bed, AquaTech, and BFT (Barefoot Technology). This gives the Vertigo an edge on all other boots on the market. The reviews are in from top Derby and Speed skaters, and the answer is YES!



Jackson- Being a top line ice figure boot manufacturer for years, it comes as no surprise that they are coming in along the same lines in the quad skating market. These skate packages include the Jackson boot, Pilot plate, Atom wheels, and Bionic toe stops. A winning combination at any level!

Pilot f-16 (Viper, Eagle, Falcon)- is already making headlines as a top plate contender in the industry. The base plates are designed with 16 degree trucks, forged truck systems that can be shared within the line-up, and a kingpin lock nut and front allen screw that keeps the Bionic toe stop in place at all times. Check out these new products and more at www.NistevoUSA.com!