



**Bill Carlson**  
U-Profit Business Success  
714.504.7742  
bill@bill-carlson.net

# Help guarantee the future of roller skating with I CAN SKATE™

of roller skating.

It allows kids to gain confidence by seeing their own immediate progress, making them more enthusiastic about continuing to skate and improve. The lessons are strictly an introduction to roller skating and provide a great feeder program to your existing or new learn-to-skate structured program.

The free program is open to all kids 10 and under. It arranges them into age groups, and is taught by qualified skating center staff who can teach the fundamentals during public sessions, birthday parties and events, and anytime you have first-time skaters in your facility.

I CAN SKATE™ adds great value perception to your core product and services. It can be taught in the center of the skating floor, side aisle or any open space in your facility. I have seen lessons given in the lobby of a center; talk about eye popping visibility!

### Getting started

Designate the time and where the next I CAN SKATE™ lesson will begin and what staff member is in charge. Ideally each group lesson will typically have 6-10 skaters. It may be necessary to do sign-ups for start times.

The staff member greets the participants and thanks them for coming. "Let's have some fun. I want to teach you about roller skating."

Have everyone sit down on the floor. Explain falling is a normal part of roller skating and it is OK to fall down.

Get the skaters familiar with their skates. Explain the importance of having skates fit properly, emphasizing lacing, rolling wheels and making sure the toe stops are tight.

### Getting up after the fall

Always pull your hands in toward your body so another skater does not run over your fingers.

- Get on your hands (keeping fingers tucked in) and knees facing in the direction skaters are skating.
- Raise one knee up into your armpit.
- Place both hands on the raised knee.
- Keep your head and upper body lifted up and push down on the raised knee with both hands.
- As the body begins to rise, bring the other skate to an upright position standing up.
- Assume basic stance with both feet under your body at shoulder width, knees slightly bent in a relaxed position.

Most skaters have more fear of being unable to get up than they have of falling. Once this step is mastered, there

will be a lot more confidence to proceed with other skating techniques.

Once up and standing, skaters are ready to march in place. Have them keep

## HOT TRENDS

by Bill Carlson

their hands loose at their sides, slightly bent knees to maintain balance. If a skater feels they will lose their balance, teach them to do the Gorilla (knees bent and do arm curls like a Gorilla and roar... Aaaaarrrhh!).

The skaters are now ready to start moving forward. This is accomplished by teaching them to turn their feet out (just a little) into a "V" shape and start marching like a penguin.

Lastly, take the skaters to an exit/entry to the skating floor and instruct them how to get on and off the floor safely and where to skate on the floor.

Skaters are now ready to join the session staying to the outer perimeter of the skating floor giving them easy access to get off the floor as necessary.

### Why use I CAN SKATE™?

I CAN SKATE™ is a cost effective way to create memorable experiences, and get kids hooked on roller skating for life. Training staff members to teach the I CAN SKATE™ Quick Start Program format improves their perception and solidifies their commitment to roller skating and your business.

If you want to get more skaters - I am sure most of you do - make sure the first-time experience is a memorable event for everyone. Make sure skaters are fitted properly for the skate size they need not what they think they need. Teach them to lace and tighten skates properly. Teach them fundamentals of skating making their first-time experience memorable.

If you want information on the I CAN SKATE™ Program - it's FREE - email your request to me or download information from [www.bill-carlson.net](http://www.bill-carlson.net).

RSA

Advantage



Harnessing the Power of Membership

Did you know that a membership to the Roller Skating Association includes 50+ membership benefits? Be a part of the **RSAdvantage!**

Benefits of an RSA Membership...

**Association Benefits Include:**

- Award-winning RSB magazine
- Weekly RSA Today enewsletters
- Discounted roller skating products
- RSA Mascot identity program
- Voting rights
- Rink/Business locator listing
- RSA website access
- Annual marketing/PR campaigns
- Educational materials
- Networking and educational events
- Annual Convention and Trade Show
- Member rates for convention/trade show
- Achievement test program
- Professional staff
- On-staff Pepsi representative
- Mailing list available for purchase
- Discount on booth space
- Discount on advertising
- Membership directory
- Safety standards and guidelines
- Monthly promotional flyers
- Clip Art and much more!

**Discounts & Benefits Include:**

- Pepsi National Contract
- JBL Liability Insurance
- Meadowbrook Worker's Comp
- National Ticket
- HR360 Program
- BMI Music Licensing
- USA Roller Sports
- Center Edge Software
- Sam's Club
- Best Buy
- Southwest Airlines
- Amusement Advantage
- Price Chopper
- WhentoWork
- Theisen Vending
- Party Direct
- SESAC Music Licensing
- Quik n' Crispy
- Hertz Car Rental
- Promotion in Motion
- Promo Only
- Fun Express
- Party Center Software
- Froggy's Fog
- Simply Profitable Marketing

PLUS: Upcoming benefits from many more organizations!



Come join 800+ roller skating rink owners  
Celebrating over 75 years of service

317-347-2626 Ext. 108  
[membership@rollerskating.com](mailto:membership@rollerskating.com)  
[www.rollerskating.org](http://www.rollerskating.org)