

Shift your mindset: Adult skates and retro nights are where it's at

By Suzy Weinland

There is a market of adults just waiting in the wings with their skates at the ready, and you have the venue they are looking for.

Scott Cernik of SkateDaze in Omaha, Neb., holds an Adult Retro Night every Tuesday from 8-10:30 p.m. plus many private adult parties on Friday and Saturday nights after the public session closes at 11 p.m.

"We have done three events with an oldies radio station. They promoted the 21 and over event for a month and gave away free tickets to winners on the air to the event. The biggest one was close to 600 adults," said Cernik.

In addition, Cernik said that SkateDaze's roller derby team has "helped bring roller skating into view to hundreds of adults who attend the bouts at our facility." Cernik then turns around and promotes SkateDaze's adult events to this crowd.

SkateDaze also serves beer. This began specifically for the roller derby bouts, but Cernik said it has proven to be a big plus with adults at all of the rink's sessions and adult events.

Thinking digitally has also made an impact.



The RAIN Night Club at Palms Casino & Resort in Las Vegas, Nev., drew 1,300 club-goers to its "Down & Derby" retro dance and skate night one Thursday this past April. (Photo courtesy Bill Carlson, Profit Mentors)

"About a year ago a friend asked if I had seen the Facebook group (for the rink where I used to skate in the '80s - Skate Land in Brooklyn, Minn.). I

checked it out and there were 600 people on it and I didn't know about it," said Cernik. "I then created some other (skating) groups (on Facebook) and we now are approaching 2000 people."

The response has been so tremendous that Cernik has held two reunions at SkateDaze that have been "very successful," and he is gearing up to complete two more before year's end.

"What amazes me is all of the comments people say on Facebook about those times being the best and they cherish their skating years dearly."

An avid skater named Paul wrote the following on one of Cernik's Facebook "group" walls about a recent reunion for the former Skate Land skaters: "THANK YOU for the rink in Brooklyn Park, Minn. It was my escape from the very negative family I grew up in. Skate Land kept me out of a lot of trouble. I could go to a movie and blow

my money in two hours or go skating for five to six hours and have tunes and girls. Gee! Hard choice! LOL! Thank You for giving me a good and enjoy-

able escape!"

Cernik's response included the comment: "This is the kind of stuff that keeps me in the skating business and reminds me of the good we provide our community."

Down & Derby

At the Rain nightclub, set inside the Palms Casino & Resort in Las Vegas, Nev., girls - and guys - ages 21 and over are invited to don their short-shorts and roller disco attire for a monthly, Thursday night "Down & Derby" '70s roller disco party that takes place from 10 to midnight.

Rain's digital invite and media release describes the event as follows:

"Originally created as a unique alternative nightlife experience, roller disco has been tearing up the rinks in all the big cities, like New York and LA. Now hitting the Vegas scene, Down & Derby is getting ready to throw one of its biggest parties yet."

Michael Fuller, VP of N9NE Group, the event's promoter, said, "The Down and Derby roller skating dance party is one of the hottest new concepts in all the major metropolitan cities . . . we decided we had to bring it to the Palms to truly make it over-the-top."

Admission is \$5, if you put your name on the VIP list via the internet, or \$10 at the door, with an additional \$5 skate rental charge. Djs mix up a

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