

RSA Speaks

RSA to offer multiple IMPACT seminars

By John Purcell

The RSA is continuing to work to provide new benefits for their members, strengthen their existing ones, and bring together skating

to give skating center owners a real boost in information and inspiration.

Are you seeking to learn more about how the sport of skating can help your rink, how to make your Pepsi sales work for higher profits for you, sleep better because you have the right insurance, use the newest forms of techno marketing to build your sessions, develop an effective marketing plan (building attendance at school parties and bringing more families to skate), or even how to use promotions to boost your session attendance?

Then IMPACT is the right place for you! IMPACT is a five-city, traveling training session that provides valuable information for any skating center owner/operator/manager who wants to hear about what is happening in the roller skating industry, meet other rink operators in their area, and gain some great information that will increase the profitability of their facility.

This year, IMPACT will be held in the following five cities on the following dates and locations, with several RSA gatherings held in conjunction:

center owner/operators to share experiences, information and knowledge. The RSA is currently providing sample promotions and will be providing a new clip art and photo CD to all its members to help them in creating fun and exciting promotions.

Another great opportunity being provided to members and non-members alike is IMPACT. IMPACT is held every two years, and is an exciting, action packed training session designed



Indianapolis, IN
Monday, March 23, 2009
Sheraton Indianapolis Hotel & Suites, Keystone Crossing

Section 9 meeting scheduled for Sunday, March 22, 2009

Atlantic City, NJ
Monday, March 30, 2009
Bally's Atlantic City

Las Vegas, NV
Wednesday, April 1, 2009
The Flamingo Hotel & Casino

Section 2 Meeting scheduled for Tuesday, March 31st

Atlanta, GA
Monday, April 20, 2009
DoubleTree Guest Suites, Atlanta Galleria

Section 8 meeting will be held on Sunday, April 19th.

Tulsa, OK (Catoosa, OK)
Wednesday, April 22, 2009
Cherokee Casino Resort, Catoosa, OK

Sections 4 & 5 will be holding a Reception on Tuesday evening at 7:30pm, April 21st

Each IMPACT is a full day session jammed full of great information, fun and fellowship. You won't want to miss it! This year's presenters include Bob Housholder, owner of Skateland in Savoy, Ill.; Cindy Anderson, co-owner and operator with her husband Jim of FunQuest Family Entertainment & Skate Center in Lynchburg, Va.; Kim Brown, co-owner with her husband Danny of Rollhaven Skating Centers in three Michigan locations; and Tina Robertson owner/operator of Sk8away Inc. in Topeka, Ks.

This year's sponsors include North Pointe Insurance, Simply Profitable Marketing, Funtastic Novelties, Southeastern Skate Supply, Riedell Skates, RC Sports, The Stuff Shop and Pepsi.

For more information about attendance and how you can get involved, contact the RSA office at 317-347-2626 or visit us on the web at www.rollerskating.org.

We'd love to see you at IMPACT!

Participate. Dedicate. Roller Skate.

A healthy lifestyle one mile at a time



March 12 - May 7, 2009

Participate in the SAMM program by hosting it in your skating center. Dedicate your center to promoting a healthy lifestyle for all and join us as we Roller Skate a million miles this spring!

The Roller Skating Association has joined forces with the President's Challenge to help encourage a healthy lifestyle for all.



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