

**WIAMA**



# Spring Conference

## WEDNESDAY, APRIL 15<sup>th</sup>, 2020

12:30 pm to 1:00 pm

**Registration –  
Spring Brook Golf Club Pro Shop**

1:00 pm to 5:00 pm

5:30 pm to 8:00 pm

**Golfer's Social, Dinner, and Golf Awards –  
Hall of Fame Room & Dining Room**

Raffle items will be available to raise money for the  
Tony Burns Memorial Fund

8:00 pm to 11:00 pm

**Idea Exchange & Social – Spring Brook Bar Grill**

This will be an informal gathering for everyone to get  
together with other rink personnel and vendors,  
exchange ideas and golfing stories.

## THURSDAY, APRIL 16<sup>th</sup>, 2020

8:00 am to 9:00 am

**Conference Registration –  
Spring Brook Sports Bar & Grill Entrance**  
Continental Breakfast provided

9:00 am to 9:05 am

**WIAMA Welcome –  
Hall of Fame Room**  
WIAMA President – Don Brausen

9:05 am to 10:20 am

**Association Updates –  
Hall of Fame Room**  
US Figure Skating – Denise Hughes  
US Ice Rink Association – John Monteleone  
WAHA – Al Demining WAHA president

10:30 am to 12:00 noon

**Social Media, Marketing and Analytics**  
Description  
*Presented by: Rebecca Powell*

## THURSDAY, APRIL 16<sup>th</sup>, 2020 (cont'd)

12:00 Noon to 1:00 pm

**Lunch & WIAMA Business Meeting –  
Spring Brook Dining Room**  
Election of Board Members, Awards presentation

1:15 pm to 2:30 pm

**General Facility Preventative Maintenance  
Hall of Fame Room**  
Presented by Pat Newkirk US Ice Rink Association

2:35 pm to 3:30 pm

**What should you be saving for? Dialed in topics**  
Presented by Brandon Bayer Kettle Moraine Ice

4:00 pm to 4:30 pm

**Round Table Revenue Drivers  
New skaters & New Programming**  
Hall of Fame Room or Patio

4:30 pm to 4:45pm

**Vendor Introductions –  
Hall of Fame Room or Patio**  
Each vendor will be allowed a short time to introduce  
themselves and their company before the trade show  
begins.

4:45 pm to 7:00 pm

**Trade Show & Social –  
Spring Brook Tent**  
*Appetizers, Snacks, Beer & Soda Provided-Cash Bar*  
*We will be drawing for our raffle items throughout the*  
*trade show. Must be present to win.*

6:00 pm to 9:00 pm

**Bean Bag Tournament –  
Spring Brook Sports Bar & Grill**

9:00 pm to 11:59 pm

**Attendee Social and Idea Exchange –  
Spring Brook Sports Bar & Grill**

## FRIDAY, APRIL 17<sup>th</sup>, 2020

9:30 am to 10:30 am

**Brunch & Board Wrap Up Meeting –** *Optional paid*  
*brunch opportunity for all registered conference*  
*attendees*