



# Meet Your WIAMA Board



**WIAMA's Social Media Liaison**  
**Craig Petersen**   
**General Manager**  
**Mullett Ice Center**  
**25 years in the industry**



## Industry Experiences

- > WIAMA President 2010-11 & 2017-18
- > WIAMA Board Position Since 2005
- > CIT Since 2003 
- > CIRM Since 2011 
- > US Ice Rink Ambassador in 2012
- > RINK Magazine Editorial Board Since 2013 
- > NEISMA Rink Summit Member 2018 
- > WAHA Annual Meeting presenter in 2015, '16 & '17 

▶ **What is your favorite thing about the rink industry?**

I feel that my fellow WIAMA members are like an extended family. We only see each other a couple times a year, but when we are all together, you'd think we see each other every day.

▶ **Could you share a "Bad Day" story with us?**

One summer, during shut down, my volunteers were using two gas-powered pressure washers in the locker rooms. Long story short, I ended up in the emergency room with carbon monoxide poisoning. The ER staff asked if there were still people in the building. In my condition, I nodded my head "yes". So the police were called to assist in the "evacuation" of the building. The other two people had less exposure time and fortunately did not have any symptoms. The headline in the paper the next morning read: 'Ice Center Evacuated Due to Carbon Monoxide Levels'. Yep... All two people were evacuated.

▶ **What would you do to your facility if you had \$1 Million?**

New electric ice resurfacer & edger, refrigeration system overhaul and a new concrete floor.

▶ **Why is WIAMA important to you?**

WIAMA gives me access to some of best leaders in the business. There is a ton of knowledge and experience just a phone call away. I always look forward to the annual WIAMA Spring Conference and Fall Fire Up!

▶ **Can you leave us with some advice?**

1. Think outside the box and avoid the phrase: "that's how we've always done it". 2. Keep a close eye on your income and expenses to avoid any surprises at the end of the year.

