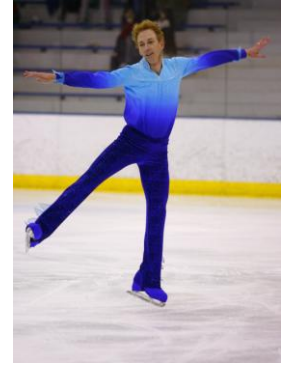




Burton Powley

1919 E. 9th St.
Des Moines, IA 50316
Cell: 515-371-8666

email: burtonpowley@mchsi.com
burtonpowley74@gmail.com
<http://centraliowafsc.org/>
<http://www.theiceridge.com/>



Thank you for considering me to play such an important role in the life of your skater! I am fortunate to have a great group of skaters and parents!!

Communication can be difficult at the rink, but of course it is key! I encourage you to call me any time, or e-mail me! Additionally, I will send out weekly email and newsletters approximately every 6 weeks to keep you informed.

Payment policy and rates effective September 1, 2015 as follows:

1 hour per week if booked and paid 1 week in advance. \$60.00

1/2 hour if booked and paid 1 week in advance. \$30.00

Semi-Private lesson if booked and paid in advance. \$15.00 shared 1/2 hour. (Limit 3 skaters per lesson)

Semi-Private, off-ice class or group lesson \$10.00 each. \$5 if a private lesson student.

All appointments must be made 1 week in advance.

All cancellations will be ASAP.

Call my cell phone 515-371-8666 and leave a message or you will be charged for that lesson.

Credit will be given for any missed lesson that is pre-paid, but cancelled properly. You will have the opportunity to make up missed lesson in any OPEN time slot. Otherwise there is no refund.

There will be a \$35.00 charge for any returned checks. Starting September 1, 2015 I will also accept credit cards.

Local and state competition/test coaching fees will be determined by the number of participants. Usually about \$75.

Regional, Sectional, National and ISI Worlds competition coaching fee is \$250 due at the time of entering that competition so I can plan my expenses.

Thanks for your understanding and support of my coaching program and the faith you have instilled in me in your skater's development.

Burton Powley

Champion for Life

We are making your skater a **champion** for life. So, what can skating do for you? Through skating, your child can:

1. • Acquire an appreciation for an active, healthy lifestyle
2. • Develop self-esteem, self-confidence, self-discipline and self-reliance by mastering and performing skating skills
3. • Learn to manage stress, perform under pressure, and test emotional and physical balance
4. • Develop social skills with other children and adults
5. • Learn about managing success and disappointment
6. • Learn about playing fairly and being a good sport
7. • Learn respect for others

While pursuing self-improvement and achievement, skaters transcend themselves and become better people or **CHAMPIONS FOR LIFE**. The life lessons learned through skating outweigh any material rewards they might receive. Your role as parents is to be supportive of their dreams.

COACHING POLICIES

- It is strongly recommended that you participate in (1) one group class per week in addition to private lessons.
- All regularly scheduled private lessons must be paid 1 week in advance or on the day.
- When skaters are same level, and have preference, sometimes sharing a lesson is a good option (especially for beginner levels, edges/field moves and spin/jump techniques, adults, family members.)
- Practice of course is key to advancing in this sport. I encourage all serious skaters to be on the ice 3 times a week.
- In addition proper warm-up and off-ice conditioning activities which will enhance on ice training progress.

CANCELLATION/TARDY POLICY:

- * If you are unable to cancel at least 24 hours prior to your lesson, I will charge you for that lesson, unless I am able to fill your time with another student.
- * If I am late for a lesson, or need to cancel, I will take the time off the amount due and/or will try to schedule a make-up lesson. I will make every attempt to stay on schedule. You can assist me in doing this by arriving 15 minutes prior to your lesson to get ready and report on time and paying in advance or before the lesson starts. Please do not interrupt other student's lesson time to talk with me. Use 5 minutes at the beginning or end of your own lesson to discuss things or call or email me. I will also be available at the end of the session to answer any other questions you have.

COMPETITION INFO (for when/if you decide to compete or test at higher levels)

MUSIC

- Music can be chosen, recorded and edited yourself with my approval of selection appropriate for your level and skills. Please provide 3 copies of the CD (practice, master and competition.)
- Music editing and CD fees if done through me are \$30 per song. This includes two (2) copies of the CD. Additional duplicates are \$5.00 each. Re-mixing of existing tape to add time or change is \$15.00. Master CD \$20 with all song selections. (Music selection, editing and recording can be more time consuming than most realize.)
- Times will vary between competitions. Most Beginner and Basic Skills level freestyle events allow 1 to 1:30 minute programs, Ask me for exact time limits. Spotlight & Artistic events will be either 1 minute or 1.5 minutes. It is very important that you are within 10 seconds of the allotted time, so you will not receive a deduction on your score in competition.

COMPETITION EVENT FEES

- The coaching event fee for local competitions is usually around \$75. Should I be responsible for 2 (or more) skaters at the same time in different locations, I will need to request assistance from another coach. The secondary coach's fee will then be charged; this rate will vary depending upon that coach.
- There may also be practice ice available; a lesson on which would be \$30 per 30 minutes; time and cost split amongst the participating skaters on that session.
- There may also be a fee to cover expenses if the participating number of skaters doesn't cover travel expenses.

I will always try to keep you informed of all competitions. If I cannot attend, and you wish to compete, I will ask another coach to act as your secondary coach at the competition; that coach will let you know about fees. However, more often than not, if I have interested skaters, I will attend! I may have judging assignments and other duties to perform at the competition as well.

UNITES STATES FIGURE SKATING (USFS) MEMBERSHIP and ICE SKATING INSTITUTE (ISI) MEMBERSHIP

Participation in shows, tests and/or future competitions requires USFS and/or ISI membership. The annual fee is \$100 for an Individual Membership in USFS, which includes Central Iowa Figure Skating Club full membership privileges, accident insurance, membership card, quarterly magazine, testing opportunities and annual competitions and other club benefits.

ISI individual memberships are \$13 for those wishing to compete in ISI competitions for The Ice Ridge.

Most, if not all of my students are members of both associations, in order to give them the widest range of opportunities available to them.

LIABILITY RELEASES – Central Iowa Figure Skating Club and The Ice Ridge, both require a membership & liability releases to be signed. If you have not done so, please see me. Other requirements of your local club must be adhered to.

COACHES PROTOCOL: Please be advised that as a Professional Skaters Association (PSA) certified coach, I follow a reciprocal practice in which coaches do not book another coach's private student for lessons without requiring the skater or parent(s) of skater speak with the primary coach first. (A primary coach is the coach whom you have chosen for private lessons.)

Any Learn to Skate, Group freestyle, Group power/stroking and/or Group Field Moves taught by staff coaches at the Central Iowa Figure Skating Club, The Ice Ridge or Coral Ridge do not require the primary coach's approval and are highly recommended.

Please feel free to call me with any comments, suggestions or questions! Thank You, Burton Powley

COMPETITION INFO

DRESS

Always practice on the ice in a skating outfit(s), when not previously worn, a week prior to the competition or show. Be sure decorations are secure. Try to avoid trims and/or material that may ravel, snag, etc.

Skaters will want to look their best even on the competition practice sessions, though on these sessions warmer tights, gloves and sweaters/cropped sweatshirts are fine with a skating skirt or dress.

Warm-up attire: Gloves and outer garment are optional, usually a good idea. Cropped, wrap-style or tailored sweater/sweatshirt/jacket is preferred (nothing billowy or slouchy). A little trim on the outer garment is nice, but not necessary.

Competition-Wear: Usually, especially on younger children, I have heard "the trend is that judges prefer to see long sleeves but short sleeve is acceptable." Spaghetti-strap styles are generally not for competition. For an artistic event, a little more creative license is allowed to capture the theme, music, etc.

Freestyle dresses should reflect the mood of the music, but most importantly be comfortable to skate in and make the skater feel special. Rhinestones and beaded trims are wonderful accents to an otherwise "practice dress." Some companies offer ready-to-wear competition dresses, while some prefer to have their outfits specially made. Bodices should be form-fitting with a complementary hemline on the skirt.

Compulsory dresses and Test outfits should be conservative, in my opinion. Bodices should be form-fitting with a complementary hemline on the skirt. The most important thing in this area though is that the skater feels pretty and comfortable in the clothing.

Artistic outfits should definitely fit the theme or character being portrayed. Sometimes props are allowed, but best to incorporate the idea of a prop, where fitting, without relying on the prop since some competitions will not allow them. These outfits can be more the "ice show glitz style" than those for the other events.

If you need help with outfits, I will be happy to provide my opinion and I do have access to ready-to-wear skatewear as well as custom dresses.

Hairstyle/Make-up: Keep hair out of face no matter what its length! Skaters will often have their hair pulled into buns, french braiding or braided buns. Hairspray is a good thing here! Hair accessories to match the outfit(s) complete the look. Nails should be clean and/or polished. Skaters often choose to wear make-up and/or roll/spray-on glitter to bring their best features and smiles out to the audience and judges! Be sure hair ties are secure; there is a penalty deduction for it falling out.

Tights: Bring an extra pair for back up and leave you're "undie line" where no one can see it, please! Or match the undies to the dress color please! No heavy "woolly" tights, either. Exceptions may be made with young competitors especially if scheduled to skate in the early AM hours.

Skate-savvy: Make sure your skates are **clean and/or polished with clean (or new) laces**, and a back-up pair of laces is a great idea. Carefully inspect the hooks of your skates to make repairs prior to competition if needed.

Boys Costumes: See me for catalogs or suggestions or contact information. Boys need to wear competition style outfits that are designed for competition, not modified street clothes.

Skates Suggestions:

I am a dealer for Jackson/Ultima and EDEA Figure skates. I sell and service skates. Including sharpening service \$10. Used skates come up frequently. Not always in the size or brand, but I will make some suggestions in person or by email.



***Congratulations to Burton Powley for his 10th US Figure Skating Adult National Championship 1st Place Award!
The Hawkeye Skating Club and Coral Ridge Ice Arena are proud of your longevity in the sport and your
continued support of our Figure Skating Club and Learn to Skate programs!***

Staying Competitive Helps Coaches Keep Their Edge

*by Joanne Vassallo Jamrosz, special to U.S. Figure Skating
Online*

Skating coach Burton Powley proudly admits he is a "showman," an assertion backed up by the gold medal he won for his Avatar program at the 2010 U.S. Adult Figure Skating Championships.

Burton Powley performs his Avatar program

Powley, the skating director at the Capitol Ice Academy in Des Moines, Iowa, is one of several coaches across the country who spends hours preparing skaters for upcoming competitions, and then takes to the ice himself to prepare for the adult competition season.

For these coaches, the love of competition is something they can readily share with their students and, at the same time, allows them hone their coaching skills.

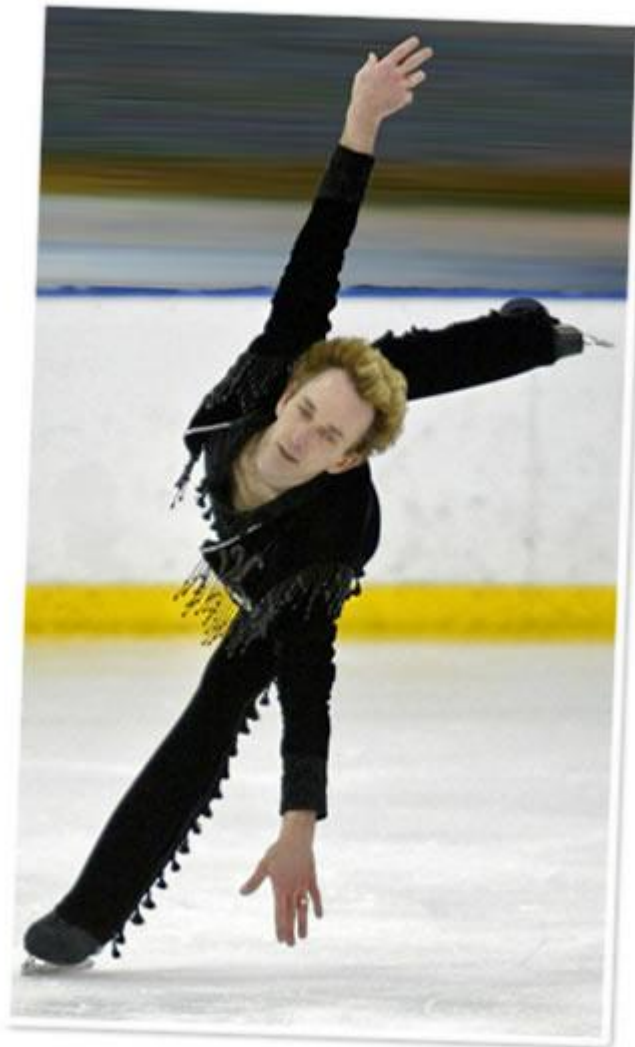
"Helping your skaters deal with the mental aspects of a program and concentration once the elements have been mastered is what I learn from competing myself. It's 'getting in the zone,' so to speak," Powley said.

Powley finds keeping the fun and love for the sport helps immensely, especially when results are not always as expected.



"I try to walk away from every competition or exhibition having learned something new, made a new friend or just wallowed in the good times and the bad. I am a skater, and I try to instill that attitude in my students," Powley said.

Representing the United States Burton is a former World medalist in men's singles artistic roller skating. After moving to Australia to coach in the 1980s, he slowly made the jump to ice skating. Returning to America, Powley became involved in the masters skating scene.



The 2010 United States Adult Masters Intermediate / Novice Men's Champion, Burton Powley, didn't discover skating until he was 13.

Living near his local rink, Burton was prompted to try, not ice skating, but its four - wheeled equivalent. Though he and his mum used to watch ice skating on TV, Powley's town did not have an ice rink. Instead, he tried everything on roller skates. Until he was approached by an instructor offering to train him, Powley admits to being quite the tear-about. He used to cause trouble at the rink by skating too fast and jumping the walls.

After that, Burton's commitment to roller skating was everything. Training 20 hours a week, that his coach also owned the rink, meant he could practice as much as he wanted. Cross - training involved riding his bike anywhere and everywhere until he turned 16.

Growing up, the 4 - time United States Men's and 1978 World Champion, Charlie Tickner, was one of his idols. In fact, Burton still does Tickner's trademark one armed death spiral in tribute.

The eventual transition from roller skates to ice proved interesting. One habit Burton found difficult to break was stomping his foot landing jumps.

When designing a new program for exhibition or competition, for Burton, the creative process can be very involving. Firstly, he will map out on paper the content and layout. Then, Powley transfers it to the ice, refining anything until he is happy with it. Regarding costumes and music, Burton cuts all of his own music, as well as designing and making his own outfits.

If there is a particular message or character he is trying to convey each time he performs, Powley's message is clear. Always try to do something different from the rest. Favourite routines include performances to Stravinsky's Firebird, and tributes to Charlie Chaplin and the recent movie blockbuster, Avatar.

Burton's fondest skating memory can be traced to when he was living in Melbourne. One year he was coaching a lot of students, and his skaters placed first, second and third in Tiny Tots, Elementary, and the Juvenile divisions

at the Victorian Championships. At that event Powley was dubbed "King of the Tiny Tots".

In 2005, Burton returned to competition after a five year absence. Some of the challenges he faced were, being older, he had to work much harder to get back in shape.

With 10 national titles and 5 international victories to his credit, clearly, his determination has paid off.

Burton Powley is One Accomplished Figure Skater!
Winner of the 2010 US Figure Skating Adult Nationals,
2010 ISI Adult Nationals, 2010 ISI World Champion
His Team - The Capitol Ice Academy - Won the President's Trophy at the 2010 ISI World Team Championships and 5th place of 47 teams at the 2010 ISI Adult Nationals



Burton Powley
1st Place
Platinum Freeskate



Burton Powley, is now undefeated in the 2010 Skating Season.
Winning 1st place in all major competitions this year.

He is one of the most recognizable figures in adult international figure skating. Powley won gold medals at the U.S. Adult National Championships from 1996 through 1999, and 2005 -2010. From 2000-2005 he ran his own skating rink and figure skating academy in Downtown Des Moines.

At the 2010 Winter Iowa Games Powley coached 35 skaters, and since 1999 has coached nearly 500 skaters in Iowa Games, Regional, National and ISI World Team competitions.

Powley's most memorable Iowa Games moment came when The Capitol Ice Academy, hosted the first Summer Figure Skating Iowa State Games event in Ames, IA. He was the event coordinator and really enjoyed giving back to the sport that he loves and still participates in at a high level to this day.

He made his big breakthrough at the 2005 Adult International Competition in Oberstdorf, Germany, winning the Gold men's event. In 2006, he held both the titles of US Adult Senior Masters Bronze Medalist and Adult International Masters Silver Medalist.

His next goal is to return to the 2011 Adult National Championships in Salt Lake City, UT to compete for his 11th US Adult National Championship gold medal.

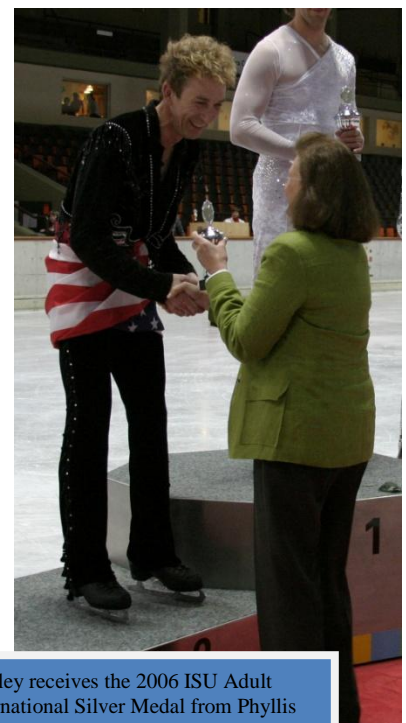
He is also planning on bringing a large team to defend their Team Championship at the 2011 ISI World Team Championships Blaine, MN July 24-31, 2011

Powley coaches at the Metro Ice Sports Facility in Urbandale, IA; Coral Ridge Ice Arena in Coralville, IA; Brenton Ice Skating Plaza in Des Moines; and is the skating director for the Capitol Ice Academy in Des Moines, IA. He now also serves as Secretary of the Hawkeye Figure Skating club in Coralville, IA.

He likes to promote figure skating as a lifetime sport. At age 53, he can testify to the healthy lifestyle and the advantages of physical fitness gained from figure skating, even at a recreational level.

We would like to congratulate Powley on all his many accomplishments and dedication to the sport of figure skating.

'As seen in AussieSKATES magazine and Iowa Sports Foundation Newsletter'



Powley receives the 2006 ISU Adult International Silver Medal from Phyllis Howard, US Representative in Germany.

Rubke channels Kwan to repeat as champion

Two-time champ Powley settles for silver; takes gold in open event

Pairs silver medalist Stanford takes bronze



2012 US Figure Skating Adult Nationals
Championship Masters Int/Nov Men's Freeskate
Burton Powley - 2nd, Michael Rubke - 1st, Mark Stanford 3rd, Chris Williams - 4th

Press Release from icenetwork.com

(04/14/2012) - Skating with a heavenly style to match his angelic music, [Michael Rubke](#) (Los Angeles FSC) defended his championship masters intermediate/novice men's title at the [2012 U.S. Adult Figure Skating Championships](#). His was the complete program, well paced and measured with calm intensity, his speed building throughout the performance. With elements that included a huge Axel, a solid double loop, a springy double Salchow and a gorgeous death drop, Rubke drew in the crowd as the program progressed. "I am a [Michelle Kwan](#) fan, and here's my cheesy skating confession: I like to channel her intensity from 2004, when she skated to *Tosca*," Rubke admitted. It works for him. His final score was 36.81, and his program components were the highest in the event.

Veteran showman [Burton Powley](#) (Hawkeye Skating Club - Coralville, IA) claimed silver with a score of 35.61. He's won the event twice, once in 2008 and again in 2010. A powerhouse of a one-man show who creates his own costumes, chooses his own music and choreographs his own programs, Burton's favorite move is his "Burtono" double toe, with his arm over his head. The audience likes it, too. A skating coach with his BA degree in art, Powley uses the ice like a canvas, often deviating from his program if the spirit moves him. His program included two double Salchows and two double toe loops, but it was his positive GOEs on his spiral sequence and trademark "Burtono" move that made him happiest. "I loved every minute of it!" he said, smiling. **Powley also placed 1st in Masters Int/Nov Freeskate I-IV division, one day earlier. 2nd in Masters Light Entertainment I-IV and 3rd in Masters Dramatic I-IV.**

US Figure Skating Skate Magazine - USFS CLUB SPOTLIGHT - CLUB ZONE - Featured Article for Aug/Sept 2012



Iowa Figure Skating Coach Wins “Caring Coach” Award

Iowa figure skating coach Burton Powley believes the greatest gift he can pass on to his students is this message.

“To believe in themselves and remember that skating is supposed to be fun,” Powley said. “Even if the results in a competition are disappointing I always try and find something to compliment them on, and make a positive experience out of the event.”

It’s this special advice, and a caring coaching style that earned Powley the Caring Coach Award given annually by the Iowa Sports Foundation, “The Caring Coach Award is nominated by athletes and parents,” said Tyler Kubik of the Iowa Sports Foundation. “Caring Coaches have made a significant and positive influence over the actions and development of their players. We feel having a caring coach gives your team the edge in the game of life, not just the field of play.”

For Powley, who coaches at the Coral Ridge Ice Arena in Coralville and the Metro Ice Sports Facility in Urbandale, hearing he won the award was a true surprise, and honor.

“I was honored to be selected above all other sports coaches in the State of Iowa,” Powley said. “Being nominated by my students was the best part.”

Powley received his award at the Iowa Summer Games Opening Ceremonies on July 13.

“It was held at the Jack Trice ISU Stadium in Ames in front of a crowd of 10,000 people. I was announced and went on stage and saw myself on the Jumbo tron,” Powley said.

He was also interviewed on WHO radio in Des Moines promoting a healthy lifestyle and participating in sports as an adult skater and coach. Powley has been competing in adult skating since 1999. He won mens gold at the 1999 and 2005 U.S. Adult Figure Skating Championships, Championship Master Mens bronze at the 2006 event, and Championship Masters Intermediate/Novice Champion in 2010, bronze in 2011 and silver in 2012.

“I still compete and try to instill a good work ethic in my students that will carry them through many other areas of their lives and to show them that you can be healthy and active at a sport you love, even as an adult skater,” Powley said. “I try to be a good role model in my caring coach style and try to present a healthy lifestyle.”

Powley’s other passion is art. Throughout his life he has devoted himself to painting and artistic endeavors. His artwork shows the same imagination, exuberance and flair as his skating.

He studied under James Engler and Dennis Kaven at Grand View University from 1975-78 and 1991-1993. He also lived, skated and studied art in Australia from 1983-1991.

Powley is proud to be highly respected by his peers and has skated in many prestigious venues around the world. He sees “the rink as a giant canvas, the music is the color and the skater is the brush.”

He is an artist on and off the ice. He is also proud of his many students. “They are just like me. They are always helping one another and the older skaters often take the younger ones under their wing,” Powley said.

If he could pass on just one piece of advice he would like his students to take with them?

“I tell them keep trying. Never give up. When things get tough remember that it is all your previous hard work that got you to the point you are now,” Powley said. “So, this is no time to let up.”




Success:
Success lies in the journey, not the destination.



*1st Dramatic Spotlight
1st Masters Int/Nov IV
2nd Masters Comedy
3rd Championship Masters Int/Nov*

2006 ISU World Adult
Masters Champion
Burton Powley

