

The Business of CURLING

Le curling, nos affaires

NOVEMBER/NOVEMBRE 2006

CANADIAN
CURLING
ASSOCIATION
CANADIENNE
DE CURLING



Fort Rouge Capital Plan Outlines Their Future

By Resby Coutts



Jeff Hodge, Manager and Ernie Wilson, Club President

Photo by Resby Coutts

When you walk into Winnipeg's Fort Rouge Curling Club, the first thing you notice is that the 6-sheet ice area is much brighter than it was at the end of last season.

The change is the result of installation of a complete new set of state-of-the-art T5 lights along with a fresh coat of paint. It came as a surprise to curlers visiting for the recent Casino's of Winnipeg Women's Classic and to curling fans visiting Fort Rouge to watch the games.

It was not a surprise to the members of the club, or at least to those who have been paying attention to the information efforts of their Executive Committee.

Central to that information effort are full-colour posters prominently displayed on bulletin boards with the headline 'Where do your fees and other funds go? (see page 2) You have to have open communication with club members so they understand why fees go up – why we do fundraising,' says President Ernie Wilson,

a retired Phys. Ed. Teacher and self-described semi-competitive curler who has been a Fort Rouge Board member since the 2001-2002 season.

The new lights and improvements in the summer of 2006 cost about \$50,000, according to club manager Jeff Hodge. It was an investment of both club money and grant money, including a provincial Community Places grant and help from Manitoba Hydro's PowerSmart program. 'The lights are about four times as bright as what we had but they'll use a lot less energy so long term they'll reduce our operating costs,' Hodge explains.

Those posters around the club tell the club members about the money that has been spent, but more important, says President Ernie Wilson, is the fact that they also tell the members what the club plans to do over the next few years. The details of the Fort Rouge Curling Club's 10-year Capital Improvement Plan are public knowledge through those posters.

Over \$300,000 has been spent since 2003, including the first item on the list - the \$90,000 payoff of a mortgage for a roof replacement a few years ago. There is another \$400,000 listed in the plan for the next 7 or 8 years.

'We have 10-year plan and we're three years into it. We are going to continue to invest, says Manager Jeff Hodge. 'We try

to generate a surplus every year and all of that money goes back into the club immediately or some of it will go into an emergency fund, just in case there is something you can't plan for.'

Hodge says he believes it is important for all curling clubs to plan not only for this year but for the future and for unforeseen costs. Fort Rouge is fortunate to have a board that are looking into the future rather than just getting through the year, he says.

The club's revenue sources are league fees, surplus from the cafe and lounge (both of which are owned by the club) and grants. The club is also aggressive in marketing itself as a preferred site for charity and company mini bonspiels. Rental fees plus added bar and café revenues provide an important addition to the club's bottom line.

Grants are important for two reasons explains Ernie Wilson. 'Obviously, grants provide the money required for the job but more important, the members see you lessening their burden,' he says.

Working with Wilson and his Board of Directors, it is Manager Jeff Hodge's function to maximize profit – a word that he acknowledges is usually considered a bad word by some curling club members.

Hodge has done a good job creating

Continued on page 2

Second curling club symposium and coaching conference a high note in Atlantic Canada

By Teri Lake

What started two years ago as a test-run in our Atlantic Canadian neck of the woods recently evolved into a weekend of sharing and learning among all levels of curling enthusiasts. The impressive lineup of qualified speakers, Canadian Curling Association national coaches and sharp-shooting Olympic gold medallist Mark Nichols paved the way for an exhausting weekend for over 200 participants representing many different facets of our roaring game.

Club board members, administrators and volunteers took part in Phase Two of the CCA's Business of Curling plan that launched the symposium idea to offer support and development tools to the folks comprising the foundation of our sport.

Meanwhile, a few buildings away on the beautiful Mount Allison University campus in Sackville, N.B., a group of athletes and coaches convened with performance enhancement topics on the agenda. Dubbed a "coaching conference," the sessions led by Jim Waite, Ken Bagnell and a host of other experienced leaders were far too juicy with high per-

formance value for athletes to stay away.

Kicking off the schedule was a general address to all attendees by Jim Waite detailing the Olympic experience. He started with an exciting video highlighting "the thrill of victory and the agony of defeat" from Torino that encompassed two weeks' worth of thrilling highs and devastating lows experienced by athletes representing various sports and nations. Nichols was on hand to inject his perspective into the discussion and offered his medal to the curious crowd. A fashion show followed with a small display of the Team Canada garb the crew collected. Nichols noted that the resulting luggage resembled that of a hockey team rather than a curling team.

The meat of the weekend was covered on Saturday and Sunday and the two groups went their respective ways armed with notebooks, pens and a plethora of questions like how to make their club function better or how best to mentally prepare their team for a tough game. Vibrant discussions and sharing followed the informal lectures in each hour-long agenda item and superb organization allowed for a jam-packed weekend that

covered many important topics. And it wouldn't be a curling function without a social aspect so the evenings were spent meeting new people and catching up with the familiar faces.

The highlight of the weekend award was a unanimous victory won by Nichols and national coach Paul Webster for their Saturday night keynote. With both the symposium and coaching groups together over a succulent dinner hosted by the Mount A folks, the quiet and unassuming Nichols and the ever-enthusiastic Webster took centre stage and shared intimate stories of excitement, defeat, perseverance and success.

But these stories weren't the feel-good kind of stuff you might see them divulge in television interviews. These stories were honest and real nitty-gritty truths of the work that went into their achievements and the numerous struggles along the way: longing for a Big Mac as the only available semblance of familiar food during bouts with stomach ailments, supporting and having fun with the Kleibrink ladies, the rock star appeal of the Canadian athletes among the Italians

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Fort Rouge Curling Club

continued

surpluses by maintaining focus, by cutting expenses, and by appropriately pricing their products, notes Ernie Wilson. "All of that money gets pumped back into the club to make it a better facility for the curlers," Hodge adds.

One of the most obvious directions the club moved to improve the experience for the curlers was to have world-class professional Eric Montford join their staff as Head Ice Technician. The decision is already paying dividends in player satisfaction with ice conditions.

Most of the recent capital spending at the Fort Rouge has also been on the ice area. A complete ice plant has been installed in the past couple of years on top of what was done this year. Next in the ice area will be the installation of a dehumidifier. In the future, they will focus on the other areas of the club – renovating the bar, new kitchen facilities, new carpets throughout the building, new chairs, new tables, upgrading of equipment in our cafe. These are all things that the curlers benefit from but the view has been that you have to have



Fort Rouge Curling Club

Photo by Resby Coutts

top ice conditions before you do anything else.

Installation of the dehumidifier and the re-establishment of a \$50,000 emergency fund are the top priorities in the 10-Year Capital Improvement Plan. The emergency fund was needed a year ago when the club's basement flooded. It must be replenished in case of similar unforeseen problems in the future.

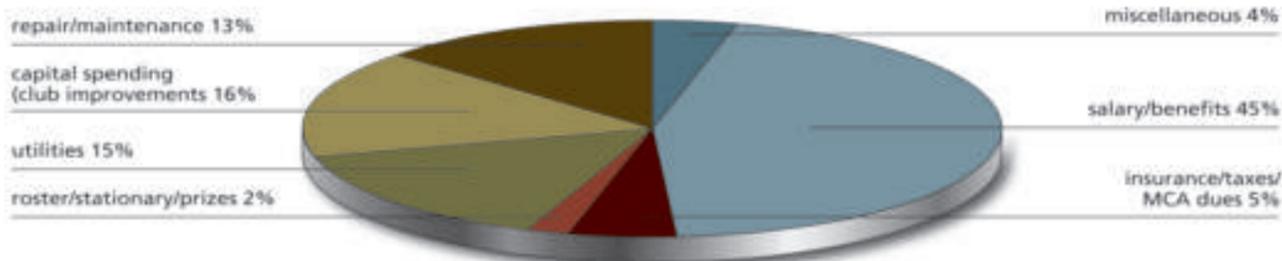
The attitude of the Fort Rouge club directors is that there must be a plan and that a good plan includes being prepared

for the things you can't plan for. "Our 'to do' list is very comprehensive – yet there will always be unforeseen problems," Wilson says.

"In the past a lot of curling clubs, including our own, viewed themselves as different from a business – but we are a business," Hodge stresses. "You have to have a business plan and you have to treat your curling club as any other business. If you do that, you have the ability to invest back into your club and all of the members benefit," he concludes.

Where Do Your Fees and Other Funds Go?

The Fort Rouge Curling Club is a member run and funded, non profit, curling faculty, which includes men's leagues, mixed leagues, women's leagues, junior programs, and many renter leagues. The main mission of FRCC and its Board of Directors is to encourage and maintain a friendly, enjoyable, WELL MAINTAINED, STATE OF THE ART FACILITY.



Other than the day-to-day expenses which include employees wages, heat, lights, water taxes, kitchen, and lounge supplies, FRCC and the board are dedicated to maintaining and keeping the club in prime condition both financially and physically. The board has developed an ONGOING 10 YEAR CAPITAL IMPROVEMENT PLAN.

So far, with the help of FRCC curlers, we have already been fortunate enough to be able to accomplish several of these goals over previous years. This has allowed the Club to stay as one of the best maintained and state of the art facilities in Winnipeg.

Hand-in-hand with a goal of staying debt free, every dollar that is available is re-invested back into the curling club.

The list of some of the past Capital improvements that have been accomplished and the ONGOING 10 YEAR CAPITAL IMPROVEMENT PLAN are as follows:

PROJECT	COST	DONE/TO DO	PROJECT	COST	DONE/TO DO
Pay off roof mortgage	\$90,000	2004	Basement dehumidification system	\$1,000	2006
Basement cleaning/sanitization	\$50,000	2005	Rebuild/insulate rear ice wall	\$5,000	2006
Basement Repair	\$25,000	2005	Emergency Fund	\$50,000	
Back-up valve/sump pump	\$3,000	2005	Ice area dehumidifier	\$18,000	
New ice plant compressor	\$35,000	2005	New cash register/inventory system	\$30,000	
New ice plant motor	\$5,000	2005	Heat recovery system	\$35,000	
New brine pump	\$5,000	2005	Furnance replacement	\$20,000	
New ice plant condensor	\$35,000	2005	Kitchen appliances/renovation	\$30,000	
New office computer	\$1,500	2005	Washroom fixtures/renovations	\$20,000	
Draft fridge	\$1,500	2005	Carpet	\$50,000	
Condensor security fence	\$1,800	2006	Clubhouse roof	\$15,000	
Ice scraper shed	\$14,000	2006	Lounge chairs/tables	\$25,000	
New Boss ice scraper	\$10,000	2006	New bar	\$10,000	
New building lighting	\$35,000	2005	Air conditioner	\$15,000	
Condensor kitchen fridge	\$1,000	2006	Ice dividers	\$10,000	
New phone system	\$4,500	2006	Parking lot repavement	\$30,000	
Ice area gas heater	\$2,000	2006	New rocks	\$40,000	
Breakers for new lights	\$1,000	2006	Ice barn heater	\$20,000	

Building a future with our members.

Symposium in Atlantic Canada *continued*

and the extensive security, having airplane flying contests from their high rise accommodations in Pinerolo away from the hustle and bustle of the Olympic Village, and eventually, enjoying several well-deserved beers at their British Columbia Canada Place post-victory celebration.

For Fredericton, N.B.'s Gary Wilson, Joe Pavia's media relations how-to was the high note. "He was the best! Very interesting too."

Aside from a 3:00 a.m. fire alarm in the residence after someone's late-night popcorn craving went awry, the weekend was incredibly informative and inspiring.

On behalf of the Atlantic Canadian curling community, hats off to Curl Atlantic and the Canadian Curling Association for recognizing and fulfilling the need to feed our passion and continue to grow our sport.

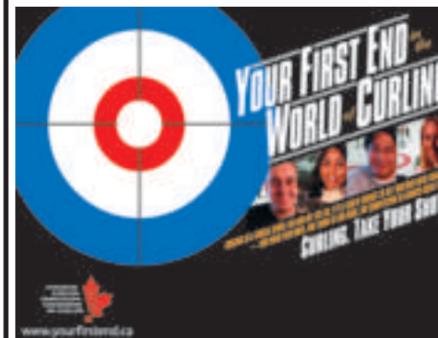
Future Symposiums

April 13-15, 2007

Phase 2 – Winnipeg, MB
mca@curlmanitoba.org

April 20-22, 2007

Phase 1 – Vancouver, BC
curling@curlbc.ca



Your First End

Your First End is designed to assist managers and volunteers of Canadian curling facilities with ideas and promotional materials to assist with their efforts in attracting new participants to grow the sport of curling in Canada.

This "Boxed Set" communication campaign can be implemented at any time during the year and it can enhance and/or assist your annual spring, summer and fall recruitment. Or, it can be used at the halfway mark of the curling season as research bears out a key trend that Canadians value time and therefore, shorter term memberships are attractive.

Finally, *Your First End* can be timed to coincide with the hundreds of hours of televised curling allowing your club to capitalize on the wide-spread media exposure and tremendous public interest of the sport. Curling's exposure is at a peak during these competitions and the February - March time frame provides a profitable opportunity to invite and welcome new customers to your club.

Call the CCA to order your boxed set of *Your First End* materials.

1-800-550-2875 extension 101

To view all the materials, go to www.curling.ca/business_of_curling/Your_First_End/index.asp.

Thistle Fire a Reminder to Review Club Insurance

By Resby Coutts



Photo by Jesse Johnston, courtesy of the Winnipeg Sun

Fred Sutton recalls the moment vividly. About 4:30am on the morning of June 10th, 2006 the long time Winnipeg Thistle Curling Club volunteer and competitor got the call that his club was on fire.

"At 4:30, you're not really awake and the curling club is the last thing you're thinking of. It's golf season, you're thinking of other things," Sutton recalled recently.

The call shocked him awake and he arrived at the club to find it fully engulfed in fire. The club was a total loss as a result of the fire that had been set in a dumpster.

The loss was a very emotional one for Sutton and for the other long-time members of the Thistle club. As fall and the curling season arrived, he felt the loss even more.

He recalls that it was much like the TV bar Cheers – everybody knew your name. "It was a place to go, a place to hang out. Maybe you were visiting, maybe you were part of a work party," Sutton says. The club, which was one of the original seven clubs that formed the Manitoba Curling Association in 1888, played an important role in the history of Manitoba curling as well as being the winter home to its members.

The property on Minto Street in Winnipeg sits empty now with a For Sale sign on it. There are no plans to re-build. "There was insurance on the building and on the contents, but the amount of the insurance would not have allowed us to rebuild," Sutton says.

Through the summer and into the fall, the club members have been going through the painful process of trying to create an inventory of the club materials and the historical memorabilia that were housed in the aging club.

From 83 rocks, all but two of which disintegrated in the fire, to the bar inventory to the old silver trophies and photos, nothing could be salvaged. Sutton says it has not been an easy task to create that inventory.

The lesson for other clubs, especially an aging club like the Thistle, is that there must be an inventory and perhaps even a plan for off-site storage of some of the important memorabilia. "We'll be talking to other clubs about this. Maybe the Curling Hall of Fame would be a logical place as a storage location for some of the important materials," he says.

John Shea, President and Owner of John Shea Insurance, feels the pain that Sutton and his Thistle clubmates are feeling. "Your club becomes your home away from home. It is part of your life and the loss of the club is like the loss of a dear friend," says Shea who is a former curling club President and long time curling volunteer in the Ottawa area.

When he first became a curling club executive member, Shea looked into the insurance that his club had at the time. The result was creating a reduced insurance premium for a better insurance package, because he knew both the curling world and the insurance world.

Over time, he worked with the Canadian Curling Association to develop a **complete Curling Club Insurance program**. The program, which is offered through local brokers and agents, now provides the insurance coverage of about 200 curling clubs across Canada. Bulk buying power allows for very competitive product pricing.

The first, and most important lesson to be learned from the unfortunate experience of the Thistle Curling Club fire, is that curling club executives need to evaluate their own insurance coverage. "They should be working with their broker or their agent – whoever they deal with, Shea says. "It is their responsibility as a Director to ensure that their club is insured to value."

Shea says most Directors don't know what it costs to rebuild a club today and he echoes Fred Sutton's advice. "They need to do audits on what the club actually owns," he says.



Photo courtesy of the Manitoba Curling Hall of Fame

Think about what it would be like to go to your regular insurance agent with a claim on a \$300 pair of shoes and \$200 curling brush stolen or destroyed in a fire. If that agent didn't know the sport of curling, he would question your claim if you didn't have the receipts or the paperwork to prove the claim. The same logic applies on a much larger scale in regard to the curling club property and inventory.

Shea acknowledges that it is a big job the first time. "Every one on the Board needs to sit down

and build this. Put it on a computer spreadsheet program so that they've got it. Then they need to keep it updated," he says.

For the kitchen, the bar, and the ice area, every item should be numbered and valued for replacement.

"They also need to know what it would cost to replace the building. Talk to contractors in the community who are members of the club. Find out what building costs are today. You'll be surprised to find them well over \$100/sq ft by the time you build both the ice-shed and club rooms" Shea says. "Then add the cost of the ice plant, rocks, scoreboards, and everything else that could be lost."

John Shea Insurance's Curling Club Insurance program, which is offered with the endorsement of the Canadian Curling Association, provides a comprehensive information package to be used as the basis of a curling club Executive's decision making process. "The insurance product itself includes Directors and Officers coverage. It is a broad all risk policy and we make sure that replacement cost is included," Shea explains.

Beyond that he suggests curling clubs might also consider crime insurance for theft, liability including Athletic Participants coverage, and business interruption insurance.

These latter two items are things that many have not considered in their curling club insurance discussions.

In regard to liability, if a curler is on the ice and is injured the onus is on the injured to prove there was some kind of negligence by the club. Athletic Participants coverage means that the club's defense costs are covered by that policy. If they don't have that coverage, then the costs are coming out of their own pockets," Shea explains.

He also suggests that business interruption insurance be considered to pay business operating costs, like taxes, that will continue even if the club is not operating and new club start-up costs, like advertising and promotion to bring former club members back.

Shea stresses that a curling club is a small business. He says it requires business decisions, especially on things like insurance, and advice from people who know the business.

Local brokers and local curling club agent-members can access

John Shea Insurance's Curling Club Insurance program by contacting Shea at 1-800-281-9476 OR by emailing jshea@johnsheainsurance.com.



Photo by Resby Coutts

Foam Lake Curling Club

PROJECT GOAL:

To increase the membership (all ages) in our curling club

PROJECT OBJECTIVES:

1. To provide a base level curling awareness youth program for youth ages 5 to 15 years.
2. To increase the number of teams entered in our evening curling league by 6 teams.
3. To offer an afternoon curling league with at least 8 teams participating.
4. To sponsor a curling skills clinic for all interested people.
5. To plan a curling club exchange night - where we visit a neighboring town club for a fun challenge.

OBJECTIVE #1

- Youth Program

- a) To offer a Junior Curling Program every Saturday morning in January, February and March of 2006 for kids aged 5 to 15.
- b) To finish the Junior Program with a Junior Bonspiel in March 2006.
- c) To promote this program with newspaper ads in December 2005 and program information forms distributed through local schools and clubs.

OBJECTIVE # 2 & # 3

- Evening / Afternoon Curling League

- a) To develop, print and distribute an "Evening League Curling" benefits / information package to prospective curlers. This would be done in August and September of 2005.
- b) To advertise in the newspaper our benefits package for our evening curling league. This would be done in September and October.
- c) Host a "Curling League" Open House Fun Night in October 2005 - to present league information and a socially fun atmosphere for curlers and prospective curlers.
- d) Stage a "Curling League" Kick Off Night consisting of "Crazy Curling" (a series of short two end games) to promote the fun and fellowship of curling.
- e) To have a Foam Lake CC Banner made to hang on the outside of the rink that states the benefits of joining the curling program.
- f) To work with the local Leisure Services Board to promote curling as an "In Motion" event. (*In Motion* is an initiative to get people physically active)



Foam Lake Club President Raeanne Kalenchuk Celebrates a Successful curling season in Foam Lake.

OBJECTIVE # 4

- Curling Skills Clinic

- a) To plan and organize a curling skills day-long clinic for our local school classes to send kids during physical education classes. This would be one day in January 2006.
- b) To plan and organize an evening curling clinic to cover skills for adult curlers. This would be in December of 2005 and we would require two instructors.

OBJECTIVE # 5

- Curling Exchange Night

- a) To coordinate with Wadena, Wynyard and Tuffnell CCs - an exchange - Fun Night of Curling in February 2006
- b) To try and arrange for a notable curling personality to be at each rink for the exchange night.



Members of the Foam Lake Curling Club Executive work on plans for the 2006-2007 curling season! (L to R- Lisa Hall-Secretary, Holly Anderson-Past President, Angie Kreklevich-Treasurer)



World Junior Curling Champion (2003) - Janelle Lemon speaks at the Annual Awards Banquet.



Curling Action in Foam Lake

Foam Lake Curling Club Final Report (June 26, 2006)

(A requirement of the CCA's Development Fund is for the grant recipient to write a final report on the impact of the money on their program. This final report was outstanding and we felt it should be shared with everyone and the Foam Lake CC in Saskatchewan were happy to share it. Editor.)

Please regard this as a report on the status of the Foam Lake CC and our utilization of the \$2,000 grant to implement membership recruitment strategies.

Let me first say our rink has a spectacular year of "Revival" due in large part to the CCA's financial assistance. We were able to advertise more and get our message of "Curling is a fun, social and economical activity to get into" across to people of all ages.

In the 2004-2005 curling season, we consisted of 5 full time rinks and 2 teams that sometimes had their team members there. After the smoke cleared and after our major promotion of the sport of curling, our 2005-2006 season saw 16 teams who "always" showed up to curl and a rekindled enthusiasm for the sport of curling in our community.

We literally had the whole town talking about how FUN the regular curling league seemed to be!! (on a personal note - I have been a curler here for 26 years and this season was the most fun I have ever had!).

We hosted information nights and placed ads, banners and posters to promote FUN & FELLOWSHIP at the curling rink and it worked, with a 200% increase in regular curling as well as successful bonspiels!

Our club also played host to two provincial championships events: Saskatchewan 4-H Curling and Saskatchewan Cadet Curling Championships. We also saw a successful junior instructional curling program go every Saturday morning, as well as having former World Junior Champion (2003) - Janelle Lemon from Saskatoon provide instruction to school ages kids in the sport of curling. Janelle also took time out from her busy schedule to be a guest speaker at our wind-up banquet.

We were also able to purchase curling brushes to be left at the rink for the use of those who didn't have their own, allowing potential curlers to "try it out" without the added expense of equipment. This was a banner year and our club is truly revived and with new blood and fresh ideas, I think we will be around for some time to come.

Thanks CCA for your financial aid enabled us to do some real "Attention Getting" promotions for curling. Please see the attached full page ad that we purchased in our local weekly newspaper at the end of our season, its lists our highlights and accomplishments of the season. We can't wait until November so we can hit the ices again!!

Thanks again,
 Respectfully submitted on behalf of the Foam Lake Curling Club

Shelley Thoen-Chaykoski
 Past President
 Foam Lake Curling Club



FOAM LAKE CURLING CLUB ROCKS!!

THANKS, SPONSORS!

the Foam Lake Curling Club would like to express their thanks and appreciation to the businesses and individuals that donated to the Ladies, Farmers, Kids and Mens Bonspiels:

- | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| MRS. Elzbieta Jan Anderson/Clarica | Angie's Frames | Sharon's Greenhouse | Foam Lake Civic | Lakeview Farm Equipment | R.J.'s Tires and Oil | Helene Kosonick/PTC Jewellery | Corinne Institute/Mary Kay | Sheila's Hair Fashion | Golden Ocean Giftway | Virginia Kozlovich/Arco | Phyllis Rose Accounting | Clearview Appt | Northwest Windows | Your Dollar Goes With Alex | Ken's Plumbing & Heating | Foam Lake Motors | Kal Tire | Smith's Trimming | Shary Auto Trim | The Healing Hut/Kayvian Olymph | Willy's Grill | Rozanne Sabochuk/Massage Therapy | Melissa Bio-Tech | Foam Lake Service | Merrisotti | Suk White Pool | Pioneer Grain | Judy Stone | Book Parents Assoc. | Home Hardware | Triple T Restaurant | David & Marlene Warden | Banquet to Banquet | Foam Lake Vet Services | Lizette's Hair Body | EDC | Ally Day | Edith's News | XNS Writing | VIP Hair Design | Esthetics by Wendy | Foam Lake Pharmacy | KM of Foam Lake | Foam Lake Credit Union | L & N Plumbing | Hair on Wheels | Shantye O'Leary | Willy's Tavern | Burger Pa | Facell Agencies Ltd. | Quill Pointe Petcare/Beck Ltd. | Suk, Lotteries | Paul Moore | Special thanks to Janet Majorsch for a job well done on the ice and thanks to the club executive for their organization this year. |
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Henry Popik wins the "Money Broom" raffle

2005-2006 CURLING CLUB HI-LITES

- 16 regular league teams...right on!
- Junior curling program
- 4 overful and enjoyable bonspiels
- Hosted first Women's Hot Shot competition
- Friendship and fellowship
- Financially?? We have met our commitments for the year
- Worked on upgrades and lounge renovations
- Curling for all ages (we are a kid - teen - adult - senior friendly club)
- Erected a Curling Event Board in the lobby (Thanks Foam Lake Credit Union for sponsoring the board)
- Good ice! Great caretakers!
- Lots of laughs, smiles and fresh air exercise
- Started a "borrow a curling brush" program

Make sure to watch for what's happening with FLCC next season...

EXECUTIVE 2006-2007 SEASON:

- President: Rozanne Kalenchuk
 Vice-President: Darryl Malinowski
 Past President: Rozda Malinowski
 Secretary: Lina Hall
 Treasurer: Angie Kozlovich
 Rec. Contr. Rep: Sue Altman



Club Windup Banquet and Awards Night

The Foam Lake Curling Club held their wind-up, banquet and awards night on Monday, March 27, 2006 at the curling club - over 60 curlers attended along with guests, to celebrate a successful year on the rings in Foam Lake.

The club held a short annual meeting to take care of some business, then proceeded to enjoy a great banquet catered by Lynette Utkanetz. Following supper, our special guest speaker, Janette Lemon, World Junior Champion curler, was introduced. Janette captured the crowd with her talk on how she started out curling in Maryfield, SK, right up to

winning the World Junior Championships. She also brought and displayed her Saskatoon and Canada curling uniforms, photos, medals and trophies for all to look at. This was a very inspirational talk, and we are all very proud of Janette and her accomplishments.

Now it was time to present the awards for our club. The Bob Reynolds Foreman of the Monday Night League was presented with the Shamrock Greenhouse Club Point Champions Award. This award was for encouraging consistent participation through the regular draws during the season. Finishing second in the club point race

was the Wander team and third, the Kozlovich curlers.

The Foam Lake Curling Club's top award for regular curling is awarded to the team who wins the Club Championship Bonspiel. This award is sponsored by Sue Altman, Sharp Auto Trim, and is called the "Sarah Schmirler Club Championship Award". Once again top honours for our club went to the Bob Reynolds team - congratulations guys!

Our club's windup then closed with socializing and a number of door prize draws. A successful event? You bet!



Guest speaker, Janette Lemon, World Junior Curling champion.



Executive - hard at work!!



Club Champions



Club Point Champions

L to R: Club President Rozda Malinowski, Bob Reynolds, Bob Meyer, Blaine Hanson (missing from both photos, Terry Kolodziejcki)

LOOK OUT, IT'S COMING!

Plans are well under way and Breaking Down Barriers is getting ready to ROCK Collingwood!!!

Breaking Down Barriers, Independent Living Center which promotes active participation of people with disabilities, is pleased to host the first ever 'Wheelchair Curling Regional Games Bonspiel'. The event is sponsored by Paralympics Ontario, the Sport Alliance of Ontario, Government of Ontario and Curl Ontario.

This exciting inaugural event takes place on Saturday, January 13, 2007 at



the Collingwood Curling Club. 12 teams composed of both Able-Bodied and Wheelchair Curlers will be part of the games beginning at 12:00 noon with dinner planned for 6 pm. The Bonspiel, trophies, prizes and dinner are offered for a fee of \$25.00 per person. Additional dinner tickets are available for \$ 20.00 per person.

"Breaking Down Barriers, working in partnership with Paralympics Ontario and the

Collingwood Curling Club, is pleased to promote curling as an inclusive and accessible recreational activity" stated Louise Pope, Executive Director of Breaking Down Barriers.

In order to promote active living Breaking Down Barriers has started the Georgian Bay Breaker's Sports Club. The group curls every Sunday afternoon with the generous support of volunteer members of the Collingwood Curling Club.

For more information or to register for the 2007 Regional Games - Curling Bonspiel contact Ruth Miller at Breaking Down Barriers 705-445-1543 Ext. 107 - Email: rmiller@breaking-downbarriers.org or Paralympics Ontario at 416-426-7426 or toll free at 1-800-265-1539.

Email: erin@paralympicsontario.ca.

Champ endorses Didsbury's "unofficial" sport Stick curling taking off

by Jodi Styner (Didsbury Review)

Carson Schultz was an avid curler for years, but a sore knee meant bending down to deliver rocks was getting harder and harder on his body.

He couldn't bear the idea of having to give up the game completely, so instead he got his creative juices flowing and came up with a way he could continue curling comfortably.

And so stick curling was born. In this modified version of curling, the stones are delivered with a stick, slipped on the stone handle, from a standing or sitting position (i.e. wheelchairs) enabling everyone to participate competitively.

"We just took and modified the great game of curling," said Schultz.

"Now everybody's able to get out there and participate again and have fun". And now "everyone" had grown to include curlers across the country, from BC all the way out to the Maritimes, and even overseas to England where a league recently sought Shultz's wisdom and has taken up the sport. Much like slow-pitch, beach volleyball and flag football, which grew from having small cult followings, stick curling is gaining ground and is on its way to becoming a popular official sport.

"It's evolved just like other sports have," said Schultz, who is extremely pleased with the game's success so far. "It's unbelievable". Even Olympic and World Champion curler Russ Howard has gotten on board, taking the 2005 provincial championship title. "I think it's the greatest thing since sliced bread", said Howard, who makes his home in New Brunswick. "The average Baby Boomer is 60 years old so none of us are getting to be younger". He said some people are forced to give up the game when their knees start to go or they have a bad back, and some older players worry about stability or falling, so the modifications make the game safer. "It's just ideal really, at any age," said Howard.

Besides the addition of a stick to aid the delivery, sweeping before the rock has reached the hog line has been eliminated. Another major change is that each team has just two players who stay at each end of the ice, which makes for a faster paced game. Despite some pretty significant modifications, Howard says it's still the good ol' game of curling.

"It's a wonderful idea", he said. "I'm positive it's really going to catch on. There are so many retired people who are looking for something to do". Howard said he was surprised to find how easy it was to catch on to stick curling and by the end of his first session, he was curling close to 70 per cent of his average.

"You can really have all the enjoyment of any type of calibre curling you want without the wear and tear on your body," he said.

Schultz said Howard's enthusiasm for the sport should diminish any lingering feelings of pride that may get in the way of a newcomer trying the sport for the first time. "Anyone can do it now and not be too proud," he said. "If a world champion can do it then hey, we all can".

Glenboro Curling Club Opens with New Geothermal Plant

By Resby Coutts



Photo by Ed Torz, courtesy of the Glenboro Gazette

The first curling in Glenboro, Manitoba's 3-sheet curling club this fall took place on November 4th. It came just four days after an opening ceremony marking the installation of a new Geothermal ice-plant system.

"The Glenboro Curling Club has always prided itself on being somewhat of a leader," says Club Manager Bruce Anderson. "When we knew we had to look at a new system, we included geothermal and in the end decided that it was the way to go."

Anderson explained that the 40 year old Freon system in the curling club had simply become outdated and was too costly to keep operating. The approxi-

mately \$200,000 cost for installation of the new geothermal system will be offset in part by local sponsorships, fund-raising efforts, and by grants including a Manitoba Community Places grant. However, the main source of revenue will be the significant cost-savings from the efficiencies they have created.

"We expect savings in both maintenance costs, which have been getting bigger and bigger with our old system, and in energy costs for operating the plant and heating the clubrooms," Anderson says. "We believe that it could be paid off in ten years through those savings."

Anderson says a progressive curling club has to be planning on at least a ten-year basis if they want to continue to

succeed. "Especially in a rural community, our curling base is not going to increase so we have to become more and more efficient," Anderson says.

When Glenboro started to look at new systems, they found an experienced supplier of Geothermal systems in Gerry Paradis of Paradise Geothermal at Dunrea, MB, about 40 Kilometres from Glenboro.

Paradis Geothermal has installed about 400 systems since their first one in the late 1980's. They deal with residential and industrial systems, including curling clubs and arenas.

The system, simply explained, involves the pipe system under the ice removing heat (thus freezing the ice) and either storing it in groundwells for later use or putting it direct into the lobby areas of the club as a replacement for the former heating system.

"Think of it like your kitchen refrigerator where the motor and piping remove the heat from inside and pump it out into the kitchen, creating a warm spot behind and

around the refrigerator," Paradis explains. "With traditional ice plant systems, that heat was simply pumped into the air and represented a significant waste of energy," Paradis says. "The geothermal system is much more energy efficient, a much 'greener' system, because the heat is pumped into the ground or back into the building."

Anderson says the early reviews are pretty positive. It took about a week less this year than it used to take to put in the ice although he admits there was the deadline of a November 4 planned visit of the United States Senior Women's Curling Association's 2006 Friendship Tour. "We might not work at it quite so hard the next time," he says.

The real test will be whether or not the economic efficiencies do result in the projected savings. That will tell the tale whether the decision was the right one. Bruce Anderson and the members of the Glenboro Curling Club are betting it was.



Club Manager Bruce Anderson with President Christine Miller assist with ribbon cutting performed by MLA Cliff Chullen

Photo by Ed Torz, courtesy of the Glenboro Gazette

Bonjour! from our beautiful Hautes Laurentides!

by Lorraine Daoust Riendeau



The surprised quartet (2nd and 3rd year curlers) are from left to right: Huguette Pelletier, Roger Desroches, Betty Tremblay, Gilles Ménard

We are a young club created in January 2003 in our local arena which is converted to 4 sheets of curling ice once a week from September 15 to the end of April. Very few people in this area had ever heard the word Curling prior to that time. The club had 90 members this past season and you can count on the fingers of one hand those with any curling experience prior to 2003.

During our Annual Open Bonspiel in April where we hosted 30 teams, one of our home teams (18 teams were visitors) scored a humorous but very real eight ender. The skip, a stick curler, and the lead were introduced to the game in 2004; the second was a green (novice) last year and the vice, 75 years young, had limited experience when she joined the club in 2003. Our capitaine had probably skipped a total of ten games in his short career.

Unfortunately, I was occupied elsewhere when this extraordinary event took place and cannot give you an accurate replay of this end. The opposing team from Maniwaki, (QC) had possibly a total of 16-20 years' experience between them. Maniwaki is also an arena club. Our ice, however, is much keener - but of course, neither is true and both have tricky runs and any weight tends to slide away from target.

This event took place on the Sunday and final day, in the third end of a quar-

ter-final game, and our starry-eyed home team had last rock. The score was low, I believe 3-1 for the home team; needless to say the visitors were anxious to shake hands and remove the stones when this occurred. Neither team had any idea!

Fortunately, one of the spectators ran out on the ice and was able to abort the stone removal and explain the magnitude of this extraordinary accomplishment to both inexperienced teams. He then secured a camera from another spectator and the results are annexed: one was scanned from a print and the other was forwarded to me by e-mail.

This event, shortly after dinner, was crowned by the dispatching of the young vice to emergency where she was kept under observation for 3 days as the emotions, liquid and otherwise, caused her to suffer a mild cardiac event. She, of course, almost had to be physically restrained to keep her from coming back to the club to see the finals and share in the victory with her team. I'm happy to say that she is now very well and healthy and will probably be curling for a number of years yet.

Vallee de la Rouge is a small Quebec community located a few miles to the northwest of Mont Tremblant.

If you are aware of a community near you that has curling in a hockey rink on a regular or semi-regular basis, please drop us a line with the details - danny@curling.ca. Thank you.

2006 Curling Development Fund Results

Here are the results of the 2006 Curling Development Fund in alphabetical order. The CCA received 97 applications.

Forty-nine curling facilities shared in grants totaling \$134,150.

The Canadian Curling Association would like to extend a sincere thank you to the host committees and volunteers from the Tournament of Hearts and Brier for their unselfish efforts in the success of their events which led to the financial contribution to this Fund.

Curling Facility	Amount	Project
Blind River, N. Ont	\$5000	Chiller
Buckingham, QC	\$3000	Scraper
Bullhead Mountain, BC	\$3000	Scraper
Carleton, NB	\$2000	Scraper
Carlyle, SK	\$4500	Condenser
Charlottetown, PE	\$1800	Business of Curling Phase 2
Cobalt-Haileybury, N. Ont	\$2000	Promotion Campaign
Collingwood, ON	\$2500	Promotion Campaign
Cornwall, PE	\$4600	Heaters
Coronation, AB	\$ 750	Instructor Training
Cowichan Lake, BC	\$1500	Promotion Campaign
Dalmeny, SK	\$4000	Connection to Arena
Doaktown, NB	\$2800	Compressor
Drummondville, QC	\$4000	Compressor
Fort Frances, N. Ont	\$3000	Promotion Campaign
Gander, NL	\$2000	Little Rocks
Gibsons, BC	\$1000	Promotion Campaign
Gravenhurst, ON	\$3000	Scraper
Jacques Cartier, QC	\$3000	Scraper
Keewatin, N. Ont	\$3000	Scraper
Kenora, N. Ont	\$3000	Scraper
Lafleche, SK	\$3000	Scraper
Lennoxville, QC	\$4000	Headers
Lindsay, ON	\$4000	Condenser
Listowel, ON	\$2000	Little Rocks
Magog, QC	\$5000	Concrete Floor
Maxville, ON	\$2000	Furnace
Merritt, BC	\$ 450	Junior Program
Midland, ON	\$2000	Little Rocks
Misty Isles, BC	\$5000	De-humidifier
Montague, PE	\$3000	Condenser
Nackawic, NB	\$1500	Brine Pump
Napanee, ON	\$3000	Scraper
Navan, ON	\$1250	Promotion Campaign
Norquay, SK	\$3300	Heaters
Powell River, BC	\$2500	De-humidifier
Qualicum Beach, BC	\$1100	Business of Curling Phase 2
Smithers, BC	\$4000	Furnace
Springfield, MB	\$3000	Scraper
Ste. Anne, MB	\$ 600	Promotion Campaign
Sudbury, N. Ont	\$4000	Condenser
Sussex, NB	\$2000	Little Rocks
Sydney, NS	\$3000	Promotion Campaign
Thurso, QC	\$3000	Scraper
Truro, NS	\$4000	De-humidifier
Two Hills, AB	\$1000	Ice Burner
Windsor, NS	\$2000	Little Rocks
Windsor, QC	\$3000	Roof
Wolfville, NS	\$2000	Little Rocks

Promotion of Curling in Serbia

by Marko Stojanovic, President of National Curling Association of Serbia

We started a series of promotions of curling in Serbia. We have printed two false curling rinks and made wooden "stones" on wheels. It is not the "real thing" but still a good (preview) for what we are planning.

We made (this) promotion during the 31st "JOY OF EUROPE" Children's Festival in Belgrade (www.joyofeuropa.org.yu). Every October, children from a number of European countries come to Belgrade. They dance, sing, act and, most of all, they spend time together and have a lots of fun. Every October since 1969, Belgrade hosts the Joy of Europe.

This year, children from 18 countries accepted the invitation to play at the Joy of Europe: Belarus, Bosnia and Herzegovina, Bulgaria, Cyprus, Czech Republic, Great Britain, Hungary, Ireland, Italy, Latvia, Macedonia, Poland, Romania, Russia, Slovakia, Slovenia, Sweden, Ukraine and host Serbia.

More than 400 children from Europe and 400 of their Serbian hosts as well 300 adults were on Ada Ciganlija, the Belgrade's artificial lake and island on river Sava.

During these festivities on the 4th of October, NATIONAL CURLING ASSOCIATION OF SERBIA promoted curling to the kids.

More than a hundred children from Serbia and Europe "curled" that day and were very excited to learn about a new Winter Olympic Sport in Serbia asking if they could become the "National Team" and compete. (There was a) lot of media where present as well.

The children enjoyed every minute of "curling".

As I am a special guest star in the new sitcom on television Pink, a privately owned TV station with highest ratings on the national level in Serbia, I had (an appearance) on the same evening. So I brought my promotional kit to the studio where the actors in costumes and the crew of the show used the time between scenes to learn about curling.

The next promotion of NATIONAL CURLING ASSOCIATION OF SERBIA will be in the week that follows during the "Sinergy 2006" the largest IT congress in Serbia organized by MICROSOFT Serbia in the city of Novi Sad.

On the 16th of October we will have another promotion at IMMOCENTER one of the largest malls in Belgrade and the sponsor of our promotions.

This is not much but we wanted to show that even with no budget some promotional activities can be done. All the promotions will not cost us anything except time and gas for the transport. All the accessories were sponsored by IMMOCENTER. The rest is done for free by us or our friends - contacts and public relations.



Ice Painting

The Beaver CC in Moncton, NB painted the concrete floor with permanent white and curling rings. Watch for more details in the next issue of the Business of Curling magazine about the cost and process.

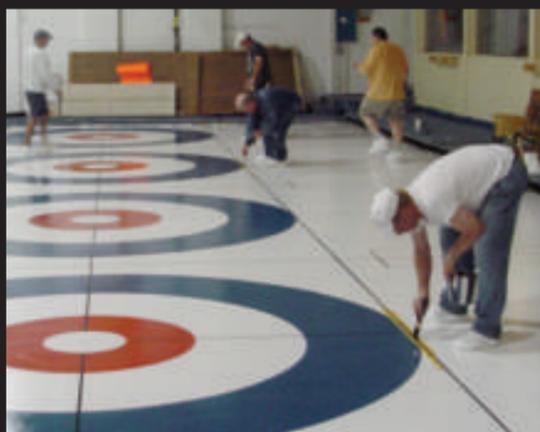


Photo by Don Richard

2006 Canadian Curling Association National Curling Club Volunteer of the Year Award



The CCA's Business of Curling® workshop program promotes volunteer development as a vital component to curling facility operations. We encourage these facilities to formally recognize volunteers and that recognition is a significant tool a club can use to retain and re-motivate its volunteer 'workforce'.

The **Volunteer of the Year Award** is based on the nominee's contributions from the **previous** curling season only. The winner of the 2006 award will be recognized for their efforts during the 2005-2006 season. We are **not** looking for a lifetime of contributions since that would preclude members who have been at the club for a short time.

The winner will receive an all-expense paid final weekend trip for two to the 2007 Tim Hortons Brier in Hamilton where they will be recognized during one of the playoff games. Provincial / Territorial finalists will receive an exclusive embroidered sweater and all finalists, including the winner, will be profiled in the Spring 2007 issue of the *Business of Curling* magazine.

Eligible volunteers will have contributed in any of the following areas:

- Special event (i.e. championship hosted at the club, anniversary celebrations);
- Building construction, renovations or upgrades (unpaid work);
- Program development for adults, juniors, youth or schools (elementary, secondary, collegiate, university);
- Specific fundraising campaign;
- Successful membership campaign;
- Successful volunteer recruitment;
- **Note:** eligible nominations are not necessarily restricted to these six areas. If your club has a deserving and eligible volunteer who contributed in an area not listed here, please send it in. It will be considered equally.

Your club's application must include the nominee's:

1. Name
2. Home address and contact information
3. Employment
4. Hobbies or Other interests
5. Any Provincial/Territorial or CCA curling training (i.e. Business of Curling, Technical, Coaching)
6. Sweater size
7. 5" x 7" Colour photo (head and shoulders) or high resolution digital image of same (300 DPI)
8. A written description of your nominee's contribution and how that contribution **had a significant impact** on the curling facility's operation. This essay will describe exactly how the curling club benefited and must include measurable outcomes. For example:
 - i. Describe any financial benefit
 - ii. Was there a boost in membership?
 - iii. Was a new program developed?

(Please restrict this essay to 750 words or less. It may be written by a member of the Board of Directors, a committee member,

a staff member or, a representative of the member association. The application form **must** be signed by the Club President or their designate.)

Note: The essay could also include a description of such qualities as organizational skills, ability to motivate, quality of work and so on.

9. A maximum of three (3) reference letters from any of the following (each 100 words or less):
 - i. Curling club President or other executive member,
 - ii. Fellow club member,
 - iii. Friend, family member, etc.,
 - iv. Business or community leader.

Miscellaneous

One finalist will be chosen from each of the following fourteen regions: Newfoundland, Prince Edward Island, Nova Scotia, New Brunswick, Quebec, Ontario, Northern Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, Yukon, Northwest Territories and Nunavut.

The deadline for nominations is **December 31st**.

A decision on the fourteen finalists and the winner will be formally announced on or before **January 21st**.

The winner will receive a final weekend trip for two to the 2007 Tim Hortons Brier in Hamilton. The grand prize will include:

- Round trip airfare for two from the nearest airport to Hamilton departing Thursday, March 8th, 2007 and returning Monday, March 12th.
- One hotel room for four nights.
- Two weekend ticket packages.
- A keepsake crystal trophy.
- An exclusive one-of-a-kind embroidered sweater.
- On-ice recognition during one of the Brier playoff games.
- \$200 cash in spending money
- A recognition banner to hang in the curling club.

This award is intended for volunteers within our curling facilities. The following are ineligible to receive this award:

- Paid staff, unless it can be shown their contribution was above and beyond the job description they are responsible to carry out;
- Volunteers working on sanctioned national or international championships held outside of the club (i.e. arena);
- Provincial / Territorial member association volunteers at the zone, district, regional, provincial/territorial, national or international levels;
- Course conductors however, instructors at the club level are eligible for this award.

Nomination Checklist

Before sending your nomination to the Canadian Curling Association office, please check that you have included the following information.

- A 750-word essay outlining your nominee's impact on the club's operation during the 2005-2006

curling season and the President of the club or their designate has added their signature to the nomination.

- Your volunteer's:
 1. Name
 2. Home address and contact information
 3. Employment
 4. Hobbies & other interests
 5. Provincial/Territorial or CCA training (i.e. Business of Curling, Technical, Coaching)
 6. Sweater size
 7. 5" x 7" Colour photo (head and shoulders) or high resolution jpeg (300 DPI) is acceptable.
 8. Reference letters (maximum of 3 up to 100 words each).
 9. Don't forget the **December 31st** deadline.

You can download the appropriate forms at www.curling.ca.

Send your nomination to:
Canadian Curling Association
Volunteer of the Year Award
1660 Vimont Court
Cumberland, Ontario
K4A 4J4

Attention: Rachel Delaney

For more information, call
1-800-550-2875 (106) or,
e-mail danny@curling.ca.



Stuart Parrott of Manitoba, CCA's first winner of the Volunteer of the Year Award, 2001. (shown with then CCA President Zivan Saper)



Suzanne Bertrand of Yukon, CCA's 2005 Volunteer of the Year.

Getting Started on the Solution

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Your students will learn new skills, improve their fitness, experience the enjoyment of playing on a team — **and have fun!**

This program is only available in English.

For more information or to purchase:
danny@curling.ca www.curling.ca/store