



Annual Report
2010/2011





Mission

Curl BC is dedicated to the promotion and development of curling in British Columbia and to the coordination of curling activities on behalf of the member clubs.

Purposes

- 1. To promote and develop the game of curling as a recreational and competitive sport in the province of British Columbia*
- 2. To provide technical, marketing and other relevant assistance to member curling facilities in order to promote the sport of curling generally*
- 3. To arrange and conduct playdowns and championships for the purpose of determining provincial championship teams*

2011-2015 Strategic Plan

The 2011-2015 Strategic Plan is part of a rolling plan developed to leverage the impact of hosting the 2010 Winter Olympic and Paralympic Games in BC. The challenge is to not only develop a dynamic plan to leverage this unparalleled promotion of curling and wheelchair curling in the province, but to ensure that the plan is implemented and evaluated. In order to do so, SMART (Specific, Measurable, Attainable, Realistic, Tangible) goal statements have been created under the structure of the four pillars of the Canadian Sport Policy: Enhanced Performance, Enhanced Participation, Enhanced Capacity and Enhanced Interaction.

Cover photo courtesy of the Victoria Times Colonist

2010/2011

September

13th - Curl BC launches "Curling, give it your best shot" marketing campaign

17th - Prince George is announced as the Host City for 2015 Canada Winter Games

30th - Curl BC announces the establishment of the Curl BC Curling for Life Endowment Fund

October

19th - Kelowna is announced as the Host City for the 2011 International Children's Games

27th - BC curlers Sarah Wark & Darah Provencal to pose for 2011 Women of Curling Calendar

November

3rd - Cranbrook is announced as host of the 2011 Canada Cup of Culing

8th - Langley is announced as host of the 2012 Continental Cup

15th - Vernon hosts the 2011 Swiss Chalet National Grand Slam

15th - Tim Hortons signs 3-year Juv., Jr. & Sr. sponsorship agreement with Curl BC

15th - Curl BC receives funding for new adaptive programming from Canucks for Kids

16th - Vernon's Barry Owen wins Canadian Direct Insurance early bird prize

31st - Sivertson & Gardner capture 2011 Tim Hortons BC Junior titles

January

18th - Captial One Rocks & Rings program expands to Northern BC

18th - CCA announces Curling Assistance Program for local centres

23rd - Team Scott wins 2011 Scotties BC Women's Championship

25th - Capital One Rocks & Rings program expands to Vancouver Island

Steve Gittus inducted into Guinness Book of World Records as Oldest Active Curler

February

7th - Team Cormack wins 2011 BC Wheelchair Championship

10th - CCA launches Season of Champions Rewards Program

13th - Team Cotter wins 2011 Canadian Direct Insurance BC Men's Championship

16th - Flight Centre becomes the Official Travel Agency of Curl BC

18th - Team Brown wins gold at Canada Winter Games

24th - Curl BC announces Rockslide Curling Camp

26th - Team Noble & Team McAulay win 2011 Tim Hortons BC Senior titles

March

1st - Team Armstrong wins 2011 World Curling Championship

3rd - Curl BC releases Member Benefits Brochure

6th - Team Styba & Team Brown win 2011 Tim Hortons BC Juvenile titles

13th - Team Gelowitz & Team Host win 2011 BC Master Championships

19th - Team Marshall wins 2011 Williams Moving & Storage BC Mixed Championship

23rd - Golden Ears Winter Club hosts the Canadian Stick Curling Championship

5th - Team Host wins silver and Team Gelowitz wins gold at Canadian Masters'

April

11th - Corryn Brown named to 2012 Canadian Youth Olympic Team

24th - Team Jurgenson wins World Senior Women's Curling Championship

May

3rd - Four Curl BC members facilities receive \$29,200 in CCA grant funding

PARTICIPATION

Member facilities will grow, develop and experience increased participation through active support.



Youth development

Curl BC expanded the Capital One Rocks & Rings program this season from the lower mainland to Greater Victoria, Nanaimo, Comox/Courtenay, Terrace, New Aiyansh, Nelson and Kamloops. Over 20,683 students were exposed to the sport of curling.

Many youth interclub leagues were initiated across the province and include host 416 curlers in total. 100 junior curlers also took part in the Optimist Cluster Camps program. Curl BC has also created a new Rockslide Curling Camp for junior curlers that will be hosted in Vernon this August.

Club & regional level

Participation Championships (Senior, Master, Juvenile & Mixed) have had a 31% increase in participation over the past 2 years.

Competition	Team Members	Ranking
Canadian Mixed	Tom Buchy, Lori Buchy, Dave Toffolo, Robyn Toffolo	7th
Canadian Senior Women	Lynne Noble, Lorraine Jeffries, Lorraine Gagnon, Kristin Nickells, Coach: Ellen Merriam	5th
Canadian Senior Men	Greg McAulay, Ken Watson, Dale Hockley, Dale Reibin	9th
Canadian Master Women	Karin Host, Dianne Tasaka, Lorriane Warn, Betty Dharmasetia	Silver Medalists
Canadian Master Men	Garry Gelowitz, Rob Koffski, Brad Cmolik, Dennis Case	Gold Medalists
World Senior Women	Christine Jurgenson, Cheryl Noble, Pat Sanders, Roselyn Craig, Lena West, Coach: Bill Tschirhart	Gold Medalists
U-18 Optimist International Girls	Corryn Brown, Erin Pincott, Samantha Fisher, Sydney Fraser, Coach: Ken Brown	Unranked
U-18 Optimist International Boys	Mitchell Styba, Justin Medwid, Dylan Heimburger, Zach Umbach, Coaches: Ken Krause & Mark Heimburger	Unranked
Canada Winter Games Girls	Corryn Brown, Erin Pincott, Samantha Fisher, Sydney Fraser, Coach: Ken Brown	Gold Medalists
Canada Winter Games Boys	Daniel Wenzek, Nolan Reid, Calvin Heels, Max Langlais, Coach: Cindy Tucker	Unranked
Canadian Dominion Women	Cory McLaughlin, Danielle Callens, Crystal Murray, Corri Roberts	Unranked
Canadian Dominion - Men	Stu Harris, Dean Lunn, Todd O'Dell, Bob Crocker	Unranked
Pacific International Cup - Women	Deb Goodwin, Lonnie Schopp, Kim Johnson, Lori Ross	Gold Medalists
Pacific International Cup - Men	Dwight Hodder, Paul Quesnel, Gary Farr, Cheyne Hodder, Chris Brenzina	Gold Medalists

Adult program development

Curling equipment was sent to different BC communities this season for special events and a new partnership with the YMCA's "New Connections" program was established.

Existing clubs

10 curling centres took part in the Business of Curling Symposium in October.

Community development

Progress was made on updating the 20 Weeks of Curling and the Skill Awards manuals to include the Canadian Sport for Life principles.

PERFORMANCE

Athletes, coaches, officials, ice technicians and volunteers will be guided in their pursuit of excellence through regional and provincial curling programs.



Athlete development

The Curl BC High Performance Program had 20 teams & 10 individuals this season. In addition to regular program services, curlers & coaches were offered 3 summer and 3 fall curling camps. The Curl BC coaching team also attended three World Curling Tour events and worked on site with 17 high performance teams.

Athlete talent identification

Prospective high performance athletes' progress was monitored with monthly goal evaluations.

Coach development

11 coaches completed their Competition Coach Evaluation and 2 coaches became Level 3 Certified.

Ice Technician & Officials development

Ice technician support was provided at the BC Women's Men's and Mixed Championships. One official completed his first stage of Level 3 mentoring process, while 7 BC officials worked at Canadian and World events this season.

Competition

2010/2011 Performance Championship Results

Competition	Team Members	Ranking
Canadian Junior Women	Dailene Sivertson, Jesse Sanderson, Erinn Bartlett, Brandi Tinkler, Coach: Cindy Tucker	4th
Canadian Junior Men	Jonathan Gardner, Michael Longworth, Michael Hiram, Jonathon Hatten, Coach: Mark Longworth	12th
Scotties Tournament of Hearts	Kelly Scott, Jeanna Schraeder, Sasha Carter, Jacquie Armstrong, Coach – Gerry Richard	5th
Tim Horton's Brier	Jim Cotter, Ken Maskiewich, Kevin Folk, Rick Sawatsky, Coach: Rick Folk	7th
Canadian Wheelchair	Gary Cormack, Frank LaBounty, Vince Miele, Allison Duddy, Samantha Siu, Coach: Karen Watson	4th

A new playdown structure was implemented into the men's and women's playdowns and an on-going review of the process is taking place.



CAPACITY BUILDING

Member facilities and affiliated associations are provided leadership and support services with strong governance and operational excellence to ensure the availability of curling facilities and programs.



Governance & human resources

New operations & procedures manuals have been developed in concert with the new Governance Policy Registry. The goal of these manuals is to provide long-term operational guidance and support for the organization. A review of the Curl BC Bylaws was also completed.

Curl BC welcomed Elisabeth Walker-Young to the office in a contract position. Elisabeth used funds granted from the Canucks for Kids (raised from 50/50 draws during the 2010 Olympic & Paralympic Games) to create an Adaptive Outreach Program for curling.

Internal communications & marketing

The Curl BC Yearbook was given a new look this season. The revised format aimed to provide easier navigation, provide better recognition of members and award winners, and match the look & feel of Curl BC's other publications. An online forum was also introduced this spring to increase communication between curling staff, participants, and to aid in the growth, development and operations of curling in BC.

Curl BC also produced a comprehensive Member Benefits Brochure to help outline what the organization does, how it is connected to other companies and sport bodies, and how members can benefit from the many services available.

Finance & revenue generation

Please refer to the 2010/2011 Curl BC Finance Report under separate cover.

Facilities

The Canadian Curling Association re-introduced the Curling Assistance Program this season and 4 BC facilities shared \$29,200 in funding.

Education

Thanks to Karen Watson, Coach Development Manager; Dianne Barker, Provincial Officiating Coordinator; BJ Gagnon, Provincial Ice Technician; and our Learning Facilitators & Course Conductors for their commitment again this season.

Workshop	# held	Participants
Coaching - Club Coach Youth	2	25
Coaching - Club Coach	4	25
Coaching - Competition Coach	6	47
Officiating - Level 1	2	22
Officiating - Level 2	2	16
Ice Technician - Level 1	5	37

INTERACTION

Government, philanthropic organizations, corporations, curling enthusiasts and the general public will have an increased awareness of and generate interest in curling as a healthy and fun lifetime activity for everyone.



Government

Despite a cut of over \$110,000 to Performance funding after the completion of the 2010 Winter Olympic and Paralympic Games, Curl BC was able to access 13 types of government grants in 2010/11, both provincially and federally, to actually increase the total amount of government funding to \$337,000 which is up \$32,000 from the previous year. In particular, Gaming funds increased \$86,000 from 2009/10.

Philanthropic

Curl BC established the Curling for Life Endowment Fund this season. The purpose of this fund is to raise much needed financial support for curling to continue to grow and develop in BC, and become less reliant on external funding sources.

An online auction was conducted for the first time this year. A fishing trip was donated by Duncanby Lodge and Marina as the grand prize, while the Canadian Curling Association donated tickets to the 2011 Canada Cup of Curling in Cranbrook and the 2012 Continental Cup in Langley.

Corporate

Two new sponsors were introduced to the Curl BC family this season. Tim Hortons signed on as the exclusive quick-food service sponsor of Curl BC, and is now the title sponsor for the Juvenile, Junior and Senior BC Championships. Flight Centre also came on board as Curl BC official travel agency and the presenting sponsor of the Tim Hortons BC Senior Curling Championships. Flight Centre is also offering up to \$200 in reusable travel discounts to Curl BC members.

Canadian Direct Insurance renewed their three-year sponsorship agreement as the title sponsor of the BC Men's Curling Championship. Best Western also renewed their agreement as the Presenting Sponsor of the BC Women's Curling Championship.

Goldine Curling Supplies sponsored the fall Business of Curling Symposium and is also contributing to the Curl BC Rockslide Summer Curling Camp. Other Curl BC sponsors include Kruger, Williams Moving & Storage, Jet-Ice and Kenzen.

Inclusion

After receiving funding from the Canucks for Kids, the Can Curl Program was begun in early 2011. The program introduces adaptive dry-land versions of the sport to individuals who would otherwise not have the opportunity to participate. The CCA and Canadian Paralympic Committee have agreed to help support the sustainability of this program.

The Capital One Rocks & Rings Program travelled to New Aiyansh and introduced curling to the local aboriginal community.

External communications & marketing

A new marketing campaign was launched in the fall targeted at new curlers. "Curling, give it your best shot" material include colourful posters and brochures available free of charge to member facilities.

Curl BC's media distribution list has doubled from 79 to 164 contacts. As a result, an average of 95 curling stories were printed each month in local BC newspapers during the season. This number has doubled since the 2009/2010 season.

Thanks for a great 2010/2011 season!

Executive

Jim Mann
President

Marnie Jepsen
Vice President

Mike West
Vice President

Terry Vandale
Past President

Staff

Scott Braley
CEO & Executive Director

Penny Bartel
Participation Manager

Robbie Gallagher
Marketing &
Communications Manager

Heather Beatty
Technical & Education
Coordinator

Elisabeth Walker-Young
Special Projects
Coordinator

Melissa Soligo
Provincial Coach

Al Moore
Regional Coach

Darryl Horne
Regional Coach

Regional Directors

Gerry Foster
Region 1

Tom Mann
Region 2

Donna Stuike
Region 3

Dave Merklinger
Region 4

Ron Phillips
Region 5

Gord Judzentis
Region 6

Pat Cotter
Region 7

Mike West
Region 8

Ken Albrecht
Region 9

Tony Pisto
Region 10

Lynne Jambor
Region 11

Marnie Jepsen
Region 11

Liz Goldenberg
Region 11

Bev Oldham
Region 11

