

THE
CURLING CONNECTION

Congratulations to the 2009 BC Champions

Women: Skip: Marla Mallett; Third: Grace MacInnes; Second: Diane Gushulak; Lead: Jacalyn Brown; Coach Ken MacDonald

Men: Skip: Sean Geall, Third: Brent Pierce, Second: Kevin Recksiedler, Lead: Mark Olson, Coach/Fifth: Glenn Pierce

Senior Women: Skip: Kathy Smiley, Third: Kerri Miller, Second: Rita Imai, Lead: Linda Brunn, Coach: Brad Burton

Senior Men: Skip Brian Gessner, Third: John Smiley, Second: Bill Ratfter, Lead: Craig McLeod

Master Women: Skip: Carol McFadden, Third: Monica Hunter, Second: Ann MacLeod, Lead: Debbie Smith

Master Men: Skip: Rick Pughe, Third: John Zwarych, Second: Jack Finnbogason, Lead: Bob Byrne

Junior Women: Skip: Kelly Shimizu, Third: Kayte Gyles, Second: Janelle Sakamoto, Lead: Julianna Tsang, Coach: Victor Shimizu

Junior Men: Skip: Bryan Kedziora, Third: Derek Errington, Second: Cal Jackson, Lead: Tyler MacKenzie, Coach: Bill Tschirhart

Mixed: Skip: Jason Montgomery, Third: Sarah Wark, Second: Will Duggan, Lead: Nicole Montgomery

Juvenile Girls: Skip: Stephanie Prinse, Third: Emma Graham, Second: Brianne Dyck, Lead: Ali Renwick, Coach: Laura Watson

Juvenile Boys: Skip: Charlie Keates, Third: Kael Kristjenson, Second: Bradon Krenz, Lead: Daniel Ondang, Fifth: Connor Thompson, Coaches: Amanda & Brenda Norton

Wheelchair: Skip: Jim Armstrong, Third: Frank La Bounty, Second: Whitney Warren, Lead: Jacqueline Roy

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Williams Moving & Storage Company

Glenn Thomsen of Coquitlam, BC is the Chief Operating Officer and General Manager of the Williams family's **Williams Transportation & Logistics Group of Companies** (includes **Williams Moving & Storage**, long-time supporter and sponsor of Curl BC.) Glenn Thomsen has curled for 44 years and is committed to supporting the grassroots development of curling, a sport that has given him a great deal of pleasure to participate in over the years. **Williams Moving & Storage** sponsors the annual **Mixed League Curling Championships Air Miles Draw** (deadline for entries is April 30th, 2009).

It's not often you find someone like Thomsen at a deep-rooted, family-run fleet. With equity usually reserved for successive generations and a whole lot of personal family minefields embedded in the company culture, most outfits find it difficult to attract or retain top-level execs from the outside.

Then again, few companies demand the kind of loyalty that Williams has earned from its employees over the years. The fleet's first chapter was written in 1929 when founder George James Williams borrowed \$50 to purchase a Dodge touring van and, with the help of friends, launched Williams Transfer. In 1949, he was joined by his 16 year old son George "Sonny" Williams, and that year Williams Transfer became known as Williams Moving & Storage. Under the watch of Sonny Williams, the company pioneered the development of domestic moving containers in the 1970s and became the largest shareholder of United Van Lines Canada, which Sonny oversaw as company president for a time. Sonny followed family tradition and named his own son George "Jim" Williams. He raised his boy around the trucks and trailers of the family moving company. Jim took over the reigns in 1996 and under his leadership, the fleet has grown into a \$50-million company, with 500 employees, 22 offices, 36 warehouses across the country, and 1,300 pieces of equipment.

Thomsen's history isn't as deeply rooted in trucking as the Williams boys. He graduated from Queen's University in Ontario as a mechanical engineer. He then decided to fine-tune his skills in the transportation vocation, hitting

the road as a lease operator and eventually being hired at Williams by then owner, George Sonny. He moved up the ranks and in 2000, with Jim now at the helm, Thomsen was given the task of finding the synergies within all the company's moving, linehaul, and spin-off businesses. "It's my job to have a finger on the pulse of every one of our operating companies and finding where the optimum efficiencies are." Thomsen says.

Williams Moving & Storage is committed to their core business – moving residential and commercial furniture and equipment, both short-haul and long-distance. "We sell safety, experience, expertise, and peace of mind," says Thomsen. A collection of supplemental services – creating a sort of one-stop moving shop-also gives the company an edge. Williams not only hauls the goods, but also has on staff moving consultants, capable of planning to the finest detail the transfer of a small office building or 100,000-sq-ft manufacturing plant. Williams offers a variety of warehousing and storage services as well.

Glenn is committed to sponsoring recreational curling because of his personal participation in the sport as well as practical business marketing motivations. The demographics of the curling world are very close to the people that **Williams Moving & Storage** move in their urban & rural locations. They also believe in supporting both men and women's participation in sports, and to focus on the recreational players who simply love the game and its ability to build strong sporting communities, not necessarily the competitive high performance players.

Williams Moving & Storage Annual Mixed Curling Championships.

The deadline to submit your club's winning team from its Mixed League Championships is April 30th. Send your team's names and contact information to Penny Bartel at pbartel@curlbc.ca, or call 604-333-3620 for more information.

Fulfillment: the Forgotten Art

By David Ross

CEO Compete-At.com

Online Event Registration and Membership Management

<http://www.compete-at.com>

If you're a sporting event organizer, or soon to be one, you have probably invested a lot of time, thought, and energy in trying to snag great sponsors for your event. You and your team have probably brainstormed for hours about how your event can enhance the sponsor's brand image. You've studied their target demographic and shown them how your event is a match made in heaven. You've figured out clever ways to promote their products at your venue. You've tailored an ingenious proposal that demonstrates how your sporting event is a sure lock to bring them the bottom-line business results they're seeking.

And finally, perhaps you've even netted that elusive and lucrative sponsorship contract.

Now comes the hard part. You have to deliver.

If you're thinking, "oops, I forgot about that part," then read on. This article is called "Fulfillment – the Forgotten Art" for good reason. Often we get so caught up in the front-end business of winning sponsors – researching, pitching, schmoozing, selling, negotiating – that we don't pay as much attention to the back-end or post-signing phase. That is, the Fulfillment part of the bargain. That's the stage where we actually have to *do* all of those wonderful things we promised.

Fulfillment is all about following through on what you have promised your sponsors. Arguably, it's the most important step in the sponsorship process. It's certainly the part that is most critical to your long-term success. So what is Fulfillment?

Fulfillment is the payoff or reward you furnish for the sponsor. Fulfillment answers the simple question, did you fulfill their expectations? Did your event do what you said it would do?

The simplest way to ensure success in the Fulfillment stage is to make sure you *know* your sponsors' expectations, right from the start. The only way to know this for certain is to ask them. Yes, sit them down and ask them what they want to accomplish through this sponsorship. Make sure you're on the same page. Keep the discussion in specific terms, not generalities. Are they looking for a bump in sales for a specific product or service? Are they looking to increase brand recognition? If so, how will you measure that? What corporate message are they trying to communicate? What demographic are they after? What risks do they want to

avoid?

You will also need to *manage* their expectations as the event unfolds. Make sure expectations are realistic and that you can deliver. The key is to be honest with sponsors and yourself. Let them know if their expectations are out of whack and try to help steer them to more realistic ones. In the end it does you no good to over-promise. Better to under-promise and over-deliver. Remember, bad news travels faster than good and an unhappy sponsor in your local community can cost you dearly.

Always be professional. Sponsorship is a *business* relationship, not a recreational one, and should always be treated as such. If you say you are going to do something, do it. Be on time for meetings. Return email and phone calls promptly. When writing communications, use your spell-checker and write in some recognizable form of the mother tongue. Keep and circulate meeting notes. Touch base with the sponsor often and make sure his/her needs are being met on a regular basis.

Keep your promises and follow through. If something is not going as you hoped, talk to the sponsor as soon as you become aware of it (the earlier the better). Be open. Solicit their ideas and make them part of the solution.

Update the sponsor throughout the entire event cycle: planning, promotion, registration, event day and post-event. Simple relationship management will go a long way toward keeping expectations on track and ensuring a positive result.

After the event, have a *post mortem* with each sponsor. Discuss the results and ask for feedback and suggestions. What could have been done better? Where did we drop the ball? What aspects did you like best? How can we improve the process next time around?

Lastly, and most importantly, focus on *tangible* and *quantifiable* results. Try to put processes in place by which you can track and measure success. Use hard numbers whenever possible. Assuming you and your sponsor have agreed on some measures of success, how did the event measure up? Did the participants offer any direct feedback? Did you give them the *opportunity* to do so through questionnaires/feedback cards,

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etc.? If you gave out the sponsor's coupons to event registrants, how many of those coupons were redeemed? At what percentage rate? Did the sponsor see any increase in foot or web traffic after your event? Can you tie that increase to your event in some demonstrable way? Did your event participants purchase additional products and services, if such were offered?

Obviously you'll want to focus on positive results as much as possible, but don't ignore the negative ones. An honest acknowledgement of where things fell short of your mutual expectations can go a long way toward building trust for the future.

Tracking concrete results may feel like a headache, but the effort can be well rewarded. Why? Because real, numerical results demonstrate, in no-nonsense, black and white terms, that your event was successful. Not only will your *current* sponsor appreciate this tangible evidence, but you can now use these numbers to impress and attract future sponsors.

Handle the Fulfillment phase of the sponsorship process with the same care and enthusiasm you put into the pitching stage and you'll net yourself a stable of long-term, trusted sponsors.

Optimist International Youth Curling Raffle Winners

Congratulations to the winners of the 2009 Optimist International Youth Curling Raffle. Thank-you to Al Kersey for heading up this fundraiser in support of youth curling and to the all of BC's clubs who supported the raffle. A total of \$15,000 in prizes were awarded with the draw taking place at the 2009 BC Juvenile Championships in Winfield.

Winners:

\$5,000

Ashley Gaetz, Cloverdale

\$1,000

Brian Bauer, McArthur Island - Kamloops
Bill Mey, Peace Arch - White Rock
Diane Owens, Kerry Park, Mill Bay
Rob Towgood, Summerland
Beth Sullivan, Bathurst, New Brunswick

\$500

Kevin Wallace, Kamloops
Donna Deren, Logan Lake
Ken Teskey, Williams Lake
Bill Cameron, Victoria
Lorraine Young, 100 Mile
Doug Glenn, Qualicum Beach
John Ribalkin, North Shore Winter Club - North Vancouver
Arni Mihoiluk, Comox Valley - Courtenay
Hilda Jones, Ashcroft & District
Bill Lim, Prince George Golf & Curling Club

Annual Curl BC Awards

Nominations due to the Curl BC Office by **APRIL 30TH, 2009**

Nomination Form and detailed criteria are available online at

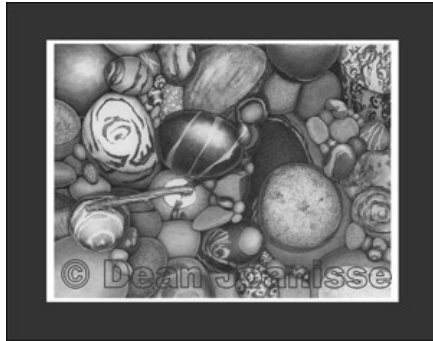
www.curlbc.ca/awards/curl-bc-awards/

Team of the Year	Outstanding TEAM achievement at the provincial or national level in the past year
Master Athlete/ Team of the Year	Outstanding Masters individual OR Team achievements
Coach of the Year	Outstanding achievements in the past year, or contributions to coaching program & development
Official of the Year (Wally M'Lot Award)	Outstanding contributions to Officials program
Athletes of the Year: Junior Female / Male Athlete Adult Female / Male Athlete	Outstanding individual achievements in the past year, that sets that individual apart from others, a total of FOUR "Athlete of the Year" awards are available annual
Athlete with a Disability	Additional award available for athletes or teams eligible to compete in Paralympics, having a physical disability
Special Award	Additional Award available for athletes or teams eligible to compete at Special Olympics
Sponsor of the Year	Recognizing contributions made over a short period of time, or over a number of years
Club of the Year	Outstanding contributions by a club to development of the sport of curling, through events, program development, or history of teams that have been successful at provincial, national or international level
Customer Service – Club	Outstanding contributions by a club to its members and partners, by providing a service that sets it apart from other clubs
Club Volunteer of the Year	Outstanding contribution made by a volunteer at the club level that sets him/her apart from all other club volunteers around B.C.
Long Service (Volunteer) Pat Kennedy Award	Recognizes long service volunteer, servicing his/her club, region and/or provincial association in an outstanding capacity over the course of a number of years
Builder Award – Janette Robins Award	Recognizes an individual who represents the spirit of volunteerism and whose dedication, energy and commitment is so critical to sport development (also receives Sport BC President's Award)
Youth & Junior Program Volunteer – Elsie MacKenzie Award	Outstanding contribution to extended and dedicated service to youth and Junior curling programs within a club, region or province
Friendship Award Merit Award	Presented to a friend of the sport of curling, performing exceptional tasks to benefit the sport of curling (must not be eligible for any other Curl BC Awards)

Fundraiser for BC Junior and Wheelchair Curling

RAFFLE TICKETS AND ARTIST PRINTS ARE CURRENTLY AVAILABLE

To celebrate the 2009 World Junior and World Wheelchair Curling Championships and in support of BC junior and wheelchair athletes, a raffle of original artwork is now underway. Please take this opportunity to show your support for our curling community by purchasing a ticket. To order your ticket please contact Gayle Gyles gaylegyles@shaw.ca or Lynne Jambor manager@gewc.ca



To celebrate the 2009 World Junior and World Wheelchair Curling Championships and in support of BC junior and wheelchair athletes, a raffle of original artwork is now underway. Please take this opportunity to show your support for our curling community by purchasing a ticket. To order your ticket please contact Gayle Gyles gaylegyles@shaw.ca or Lynne Jambor manager@gewc.ca

BC artist, Dean Joannis has created two original drawings for this fundraising venture.

1. Dean Joannis, the Art of Curling, was commissioned by the Local Organizing Committee to create two original graphite drawings and 180 'Exclusive World Edition Reproductions' that were presented to the competing athletes at the 2009 World Junior and World Wheelchair Curling Championships.
2. Dean Joannis generously donated the two original works of art to raffle as a benefit for Curl BC's wheelchair ([Curlers Rock](#)) and junior programs ([Rolling Stones](#)).
3. Ticket are \$5. Only 1000 tickets will be sold.
4. Draw of two winning tickets will take place at the Curl BC AGM on JUNE 6, 2009.

BIO - Dean Joannis

Dean's involvement with curling goes well beyond his artwork. He has been curling since the age of nine and has had some notable success as a skip, winning the Canadian Junior title in 1989 and BC Provincial Men's titles in 2001 and 2007 fulfilling his childhood dream of curing in the Brier.

Dean never strayed far from the rink spending 17 years as an ice tech, 6 years as a club professional and countless summers instructing at curling camps.

Born and raised on Vancouver Island, Dean has always been drawn to the natural beauty of the west coast which led him toward the creation of limited edition orca whale prints. More recently, Dean established a creative drawing concept called - Art of Curling - uniting his passion for curling with the outdoors.

LIMITED EDITION REPRODUCTIONS of "ROLLING STONES" and "CURLERS ROCK" are available to purchase from the artist. They make wonderful keepsakes, gifts for you or a friend and look awesome at home or in an office.

\$34.95 - UNFRAMED

\$89.95 - COMPLETE IN A MATTED 11X14 FRAME

To order or make inquiries please contact Dean Joannis

Mobile: 250-818-4458

Email: dean@artofcurling.com

Website: www.artofcurling.com



MOVING
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Visit Us Online at: www.williamsmoving.com

As the proud sponsor of the B.C. Mixed Curling Championship, Williams Moving is pleased to announce a contest to recognize the efforts of the many Mixed League Curlers throughout B.C.

All "Mixed League" winning teams will be entered into a draw for 1 of 3 prizes of:

1,000 AIRMILES® Reward Miles

**Draw will be held
May 1st. 2009 at the
CurlBC office**

**FOR MORE INFORMATION,
CONTACT:**

**Curl BC Participation Manager,
Penny Bartel at (604) 333-3620**

Or email to:

pbartel@curlbc.ca



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Wicks & Rolls

Now Accepting Applications for the High Performance Program

Curl BC is now accepting applications for all those teams and individuals who wish to be part of the Curl BC High Performance Program for the 2009-2010 season. The deadline for applications is May 1st, 2009. If you do not have your team set by this date, please apply to the program as an individual, and your team can be added at a later date. The amount of assistance and resources available is directly related to the ranking of the athlete/team on the Curl BC Ranking List.

Please download the application from the high performance section of the website.

Important Dates:

May 1st, 2009 - Curl BC High Performance Program Begins
May 1st, 2009 - An updated Ranking List will be posted on our website
June 1st, 2009 - Pacific Sport Carding begins

REMINDER: Curling Participation Information past due!

If your club has not already sent it, please send to the Curl BC Office your **Membership Roster** (First Name, Last Name, Gender, Birth date, Postal Code) AND your **School Participation Numbers** (Name of school, number of students, Grade).

Send this information (preferably by E-mail) to: Penny Bartel pbartel@curlbc.ca or to check if your club has submitted, call 604-333-3620. This information is **PAST DUE!**

Curl BC Contest—Unusual Sticks

Do you or someone at your club use a custom stick?

If so, send in your pictures and tell us why it was built, how and its benefits. Prizes will be awarded as well as the submissions will be featured in future issues of the Curling Connection. Please send your submission to Penny Bartel (pbartel@curlbc.ca)

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