



One House, Great Delivery

2007 / 2008 YEAR IN REVIEW

Welcome to Curl BC's 2008 Annual General Meeting and many thanks to all of you who have been so welcoming to me in my first month with the organization. In order to provide you with an update on the past year and a sense of our future direction, the Curl BC team has put together this Year in Review

- Scott Braley, Curl BC Executive Director & CEO



Leadership

Planning

Curl BC's Strategic Plan was last updated in January 2006. It's time to revise this plan to leverage the opportunities leading up to 2010 and position curling for the post 2010 environment. This plan will focus on the 4-year period up until 2012 and will be updated annually.

Communications

The Curling Connection, Curl BC's email newsletter, was sent out to clubs and club representatives at the beginning and near the end of last season. The April edition had a new, more exciting look that was particularly well received. As a result, plans are underway to make it a monthly publication next season. Along with keeping BC curlers current on course offerings, clinics, services and competition news, it will provide opportunities for our sponsors to get their message out and increase the value of their relationships with the curling community.

Curl BC launched its new website last week thanks to the work of Curl BC's webmaster **Cary Blackburn**. With a cleaner look and enhanced features, it should play a key role in the comprehensive marketing and communications strategy that will be developed over the summer. The new website's advantages include a greater capacity and more versatility in the use of art and photos, and the ability to be more interactive with users.

Revenue Generation

Congratulations to former Executive Director, **Ian Hennigar**, and Curl BC's Sponsorship Committee on a very successful year. **Canadian Direct Insurance**, **Best Western Hotels** (increased commitment) and **Merit Travel** have joined **Kruger** (Scotties) and **Williams Moving & Storage**

as Title or Presenting Sponsors of Curl BC's major provincial championships. Also, **Scouting Solutions** is now a support sponsor. On the Fundraising side, thanks to **Al Kersey** who launched the **Optimist Clubs Curl BC Youth Curling Development Fundraiser** by travelling extensively throughout the province.

Overall, Curl BC's total revenue was approximately \$900,000 in 07/08 and should exceed \$1,000,000 in 08/09.

Human Resources

Ian Hennigar headed operations at Curl BC for more than 2 years. Many thanks to Ian for helping Curl BC make great strides, and we congratulate him on his new position in Victoria. Thank you and a fond farewell to **Suzanne Broneski** who headed up IT projects for Curl BC over the past five months. Suzanne has secured a full-time job at Telus, but continues to advise Curl BC on its IT projects. Welcome to **Leslie Howe** who is working with Curl BC on a contract basis to assist the staff with the various projects the organization is dealing with at this very busy time of year.

As part of its Strategic Planning process, Curl BC will develop a comprehensive Human Resources plan in order to carry out the strategic initiatives identified. In the meantime, many thanks to **Lynne Jambor**, **Thomas Friesen** and **Robbie Gallagher** along with our Provincial Coaches **Sharon Delver** and **Melissa Soligo** and their Regional Coaches for their incredible dedication to ensuring Curl BC and its membership receive the best service and programs possible with the resources available.

"What a wonderful year for curling in BC with Wheelchair, Sr. Women's & Masters Men's Canadian Champions. With our High Performance Program continuing to improve we are only going to continue to produce the best of the best from British Columbia!"

- Terry Vandale, Curl BC President



Member Services

Calendars

The development of calendars for all workshops and courses continues to be a challenge, but many 'last-minute' requests were accommodated successfully over the past year. The planning process for 2008-09 calendars began in February with a view to finalizing calendars by the end of April. The NCCP scheduling focuses on holding workshops over the entire curling season, rather than concentrated in the fall. The process is generally successful and retains enough flexibility to accommodate last-minute or unusual requests. The calendars will be posted on the Curl BC website and produced as an 11x14 flyer for distribution to curling clubs and regional representatives in the Fall 2008 mailout.



SportsFunder Grants

Curl BC was successful in getting a SportsFunder/Coaching Assoc. of BC grant to subsidize the registration fees for workshops held in the North West, North East, and the Kootenay. A similar grant application for 2008-09 has been completed.

Volunteer Training

Sixteen (16) Learning Facilitators were trained in Sept 2007 for the 2007-08 season. Additional training for next season is scheduled either in person or via teleconference call. The following workshops were successfully completed.

- a) **Club Coach Youth** – 4 workshops for 17 participants
Locations: Tunnel Town CC, Merritt CC, Juan de Fuca CC, and Chilliwack
- b) **Club Coach** – 9 workshops for 53 participants.
Locations: Victoria, Chase, North Shore Winter Club, Gibsons, Kamloops, Beaver Valley, Burns Lake, 100 Mile House, and Vancouver CC
- c) **Level 2 Technical** – 5 workshops for 21 participants.
Locations: Valley, Winfield, Nanaimo, Smithers, and Vancouver CC

Revenue Generation

A revenue/expense cost analysis shows Curl BC subsidizing the real cost of workshops by about 70% (not including SportsFunder grants). Fee structures will be reviewed for 2008-09.

Officiating

Five (5) Level 1 Officiating courses developed 93 officials. Most of them targeted their activities to specific championships rather than submitting their practical forms leading toward certification. Five (5) Level 2 Officiating courses trained 51 officials, many of whom do wish to continue officiating, submit their practical forms, and continue in the volunteer officiating stream.

Statisticians courses and the appointment of a Curl BC Head Statistician were introduced this past year. Two stats courses were held and trained 49 statisticians for provincial championships.

Ice Technicians

Five (5) Championship Ice Making courses were conducted and 38 ice makers attended. This past season was the second and last season for the free CIM courses. A Level 2 course was held in March of 2008.

“Curling Coaches in BC volunteered over 1350 hours to assist curlers to perform at their best during zones, regionals and provincial playdowns last season. This doesn't include the thousands of volunteer hours spent at bonspiels, weekly practices and training events estimated to be over 2500 hours.”

- Karen Watson, Master Learning Facilitator

Inclusion Programs

Wheelchair curlers had a successful year targeting increased communication through database growth, international bonspiels, selection and training camps, and a Gold Medal performance at the Canadian National Championships. The Wheelchair curlers look forward to developing a regional tour, area bonspiels, and a provincial championship next season.

Several new Associate Members were attracted, including BC Deaf Sports, West Coast Blind Curling Association and BC Special Olympics, to foster inclusion in curling. Trial opportunities and demonstrations are being planned for next season.

Competitions

Curl BC and many groups of dedicated, hard-working curling club volunteers organized more than 50 successful playdown and provincial events this past season, producing three teams that went on to capture national championships and at least two more deserving of national respect.

Pat Sanders, Cheryl Noble, Roz Craig and Christine Jurgenson from the Juan de Fuca Curling Club won the BC Senior Women's event in Lake Cowichan and then compiled a 10-1 round robin record in Prince Albert on their way to a 7-5 win over Ontario in the Canadian final. The team of **Jim Armstrong, Frank LaBounty, Vincent Miele, Jacqueline Roy** and alternate **Whitney Warren** brought BC its second straight Canadian Wheelchair title with an 8-6 win over Ontario in Winnipeg. And the Royal City team of **Rick Pughe, John Zwarych, Jack Finnbogason** and **Bob Byrne** followed up their BC Masters triumph in Revelstoke with a 6-3 final win over Manitoba at the Canadian Championship in Nanaimo.

It took an 11th-end measurement for **Bob Ursel** to defeat **Greg McAulay** in the **Canadian Direct Insurance BC Men's Championship** in Penticton, and the Kamloops team showed their mettle again at the Brier, rebounding from a tough start to beat **Brad Gushue** in a tie-breaker and give defending champion **Glenn Howard** a real scare in the playoff round.



2008 Canadian Wheelchair Champions

The **Randi Ludwar** team from Grand Forks won the BC Winter Games juvenile title and brought home a well-deserved bronze medal from the **Optimist International Under-18 Championship** in Winnipeg.

These showings on the national stage are a clear indication that curling in BC provides a level of competition that benefits our champions. While overall playdown entries in BC fell about 15 percent from the two previous years, there were bright spots on both ends of the age spectrum – as reflected by BC's performance in national juveniles, seniors and masters competitions. The number of competitive junior teams is holding steady. Although juvenile entries fell overall, they've been steady to stronger in the Thompson/Okanagan and Fraser Valley. Senior Women's entries have fallen but Senior Men's have been steady and both genders in the Masters category are showing strong growth.

Increasing the number of entries is a high priority for the Curl BC Competitions and Rules Committee, which is actively discussing potential changes to the playdown format in pursuit of that goal as part of a long term competition plan.

New Home for Curl BC



Curl BC has found a new home at the BCIT Aerospace Technology Campus located in Richmond near the south terminal of the Vancouver Airport. Together with Sport BC, Canadian Sport Centre Pacific and 16 other provincial sport organizations, Curl BC moved into the newly constructed building this past March.

With the final touches still being completed, the larger more professional office space will allow the staff to be more productive and efficient. This will result in a higher level of service for member facilities and help Curl BC play a key role in the future development of curling in our province.

From Practice to Podium

In July of 2007, newly hired Provincial Coaches Melissa Soligo and Sharon Delver created a unique High Performance Program for Curl BC. The results by the end of the season were very positive, both performance based and in feedback from athletes and consultants.

Over an extremely busy next six months, the Provincial Coaches organized and coordinated their new program with 28 teams throughout the province, all of whom had registered through a transparent process on the Curl BC website.

Depending upon their cumulative team ranking, which is based on the Curl BC Ranking system, the teams received varying degrees of assistance in the form of Pacific Sport Carding and Service Credits to use with consultants, and were categorized in a Tier system. This resulted in Tier 1, 2, 3, (adult and junior), a Talent Pool, and 2 unidentified teams (no ranking points).

The program treated each team as a separate entity, rather than offering high performance assistance in a group (camp) atmosphere. Each team attended sessions with the coaches and services providers, receiving personal assistance from experts in the fields of technical development, biomechanics, nutrition, sport psychology, physical training, tactical assistance, team dynamics, competition assistance, and journaling through **Scouting Solutions**.

In addition, the Provincial coaches attended every major competitive event for all levels of curling. They offered hands-on assistance where requested at cashspiels and bonspiels, offered coaching meetings at the Provincial Junior Championship, and observed at both the Men's and Women's Provincial Championship.

The Curl BC High Performance Program for Wheelchair athletes focused on a Selection Camp system. Seventeen athletes attended from all over the province, and were given a subsidy for travel and accommodation based on their distance from the camp location. After a rigorous two-day camp, the selected team was given three training opportunities.

Those teams who represented BC were given further assistance. They received extra Service credits and the services of a Team Leader, both before and during the Canadian Championship if necessary.

The Performance based results were impressive.

- The Provincial Wheelchair Team were gold medalists at the Canadian Wheelchair Championship.
- Of the 11 junior teams in the program, 8 qualified for Junior Provincials. All 3 podium finishers on the women's side were members of the program, and 2 out of the 3 podium finishers on the men's side were active participants.
- Of the 8 women's teams in the program, 6 qualified for the Provincials and all of the podium finishers were active participants.
- Of the 6 men's teams in the program, 5 qualified for the Provincials and 2 of the 3 podium finishers were active participants.

It is interesting to note that the only podium finishers not in the program were from remote communities (Northern BC – 3rd in Junior Men's and the Kootenays – 3rd in Men's). We have addressed offering assistance in these areas by requesting, with the agreement of Canadian Sport Centre Pacific, a new system of regional coaching.

Those teams winning a Provincial Championship at the Juvenile, Mixed and Senior Levels were also offered assistance in the form of Service credits to use with Curl BC Consultants. All of the teams took advantage of this offer to some degree.

In conclusion, the new program has been rewarding and challenging. The overwhelmingly positive feedback received from athletes, Curl BC's performance planner and service providers encourages us to go forward to 2010 with renewed determination and enthusiasm!