

UNITED STATES CURLING ASSOCIATION  
Board of Directors Meeting  
September 26 - 27, 2009  
Lambeau Field, Green Bay, Wisconsin

Present: Leland Rich President, in the Chair; Albert M. Anderson, Paul Badgero, Kent Beadle, Jack Bernauer, Geoffrey Broadhurst, Maureen Brunt [Saturday only], David Carlson, Walt Erbach, Janet Farr, Kathleen Harlow [Saturday only], Peggy Hatch, Cyndee Johnson, Kellie Krake, Jerome Larson, Jan Legacie, Richard Maskel, Bob Pelletier, James Pleasants, Sean Silver, Chris Sjue, Mark Swandby, Georgia West, Sam Williams

Absent: Board Members: John Benton, Chrissy Haase, Nicole Joraanstad, Tom O'Connor, Tim Solie, Beau Welling; Head Games Official Bill Forsythe

Also Present: Dan Field, sponsor – Kodiak Technologies & bitRail [Saturday only]; Scott Higgins, Coaching Development Director; Terry Kolesar, Communications Director; Dawn Leurquin, Event Services Coordinator; Jean Lindner, Administrative Assistant; Rick Patzke, COO; Sandy Robinson, Controller; Bev Schroeder, Member Services Director

1. **Call to Order.** President Leland Rich called the meeting to order at 1:30 p.m. and welcomed everyone.
2. **Welcome and Introductions**
  - a. President Rich welcomed attendees and thanked those attending.
  - b. President Rich recognized new Board members:
    - i. Kellie Krake – Wisconsin
    - ii. Kathleen Harlow – At-Large
    - iii. Jerome Larson – Mountain-Pacific
    - iv. Sean Silver – Illinois
  - c. Rich presented Jan Legacie, widow of Head Ice Technician Garland Legacie, with a plaque honoring Garland, signed by Olympic curling teams, and team t-shirt from USCA staff participation in American Cancer Society fund-raiser 5K event. Team USCA ran and walked in honor of Chris Moore and Garland Legacie. Jan Legacie thanked everyone and acknowledged the kindness and support shown by curlers and her community.
3. **Roll Call.** Secretary Carlson took the roll and confirmed that a quorum is present.
4. **Appoint Parliamentarian.** Rich appointed Carlson as parliamentarian.
5. **Additions/changes to printed agenda (Rich) – None.**
6. **Approve minutes of previous Board meeting (Rich)**
  - a. April 18<sup>th</sup> – 19<sup>th</sup>, 2009. **Pelletier/West motion to approve the minutes. Motion approved.**
7. **Ratify the actions taken by the Executive Committee (Rich)**
  - a. August 12, 2009. **Johnson/Badgero motion to ratify the actions taken by the Executive Committee. Motion approved.**
8. **Hall of Fame Committee (Maskel)**

- a. Richard Maskel reported that the Hall of Fame Committee met this week to review current submissions for team and individual categories (curler, builder and curler/builder). Two nominees are brought forward for Board consideration:
  - i. Kay Sugahara in the Builder category: Sugahara was instrumental in ensuring that the World Curling Championships were able to continue, despite the loss of Air Canada's sponsorship in 1986. He was the 1988 WCF Albert Freytag Award recipient.
  - ii. Paul Pustovar in Curler category: 5-time U.S. Men's National Champion. Total wins at U.S. Men's National Championships: 170-175.

Maskel reviewed the accomplishments and achievements of each of the candidates, and the reasons for the Committee's recommendations. He noted that the committee examines credentials submitted and makes the final determination of the nomination category.

As required by policy of USCA, vote to be taken the morning of Sunday, September 27.

Question to Hall of Fame Committee: Besides contributing money, how do we characterize Kay's contributions?

Response: Kay Sugahara has worked diligently to promote the sport of curling. He works discreetly in the background, so it's not as easy to catalog his efforts to support the sport. It is easiest to document his financial contribution. He was instrumental in bringing curling to Japan, host of the 1998 Olympic Winter Games. Representing Sugahara's home club of Ardsley, Geoff Broadhurst noted that Kay was a behind-the-scenes supporter at World Curling Championship at Lowell, Mass. After the event there was a major flood in Lowell, and Sugahara helped the city with donations. Sugahara has a lifetime of first seeing what's needed, then stepping up in a quiet way, and helping. Sugahara was awarded by the Grand National Curling Club of America, Inc., its highest achievement award, the Lifetime Patron Award.

## 9. Finance-Audit Committee (Anderson)

Anderson reviewed the work of the Finance-Audit Committee. Handouts distributed: FY2008-2009 Operating Statement - condensed, FY2008-2009 Balance Sheet, 2009-2010 Budget – condensed version, USCA Dues History [*see Appendix page 17: Finance-Audit Committee Report - Dues History*]

- a. Condensed version of FY2008-2009 Operating Statement. Committee has reviewed variances (Treasurer will highlight). Operating Statement is showing a positive variance – pre-audit. Audit fieldwork was conducted this past week.
- b. FY2008-2009 balance sheet. Anderson noted that this information is available to any Director at any time. USA Curling's cash position is good. Committee reviewed accounts payable and accounts receivable and inventory. Anderson noted that Nike VIK inventory is now on the balance sheet as an asset and a liability. USA Curling's total equity is about \$254,000. Anderson noted that \$25,000 of that has a claim on it. Net equity is about \$225,000.
- c. Potomac Loan. \$75,000 balance owed. Committee reviews the collateral, which is in excess of two times the value of the loan.
- d. 2009-2010 Budget. Calls for a deficit of \$24,600. The budget on a net cash basis is a \$2,400 surplus. Anderson noted that the Operating Committee is recommending amending the FY2009-2010 budget by moving the \$14,000 budgeted for CurlTV expense (since that will not be an expense in FY2009-2010) into a newly-created Olympic Promotional Opportunities account. Anderson reviewed the capital budget. The Finance-Audit Committee endorses and supports the capital expense budget, even though the committee is concerned about any additional draws against cash.

- e. Anderson reviewed the status of 2008-2009 dues. Anderson noted that for the clubs reporting, one club has reported but not paid dues. The Bylaws committee is reviewing sanctions and penalties.
- f. Anderson reviewed the status of the 2008-2009 Donation Program.
- g. Anderson noted that a Capital Expenditures policy has been added to Financial Policy manual.
- h. Anderson noted that the FY2008-2009 annual external audit is in progress.
- i. Dues. Committee is recommending a dues increase in FY2010-2011. The committee asks Directors to go back to regional/state associations to notify clubs and discuss. The committee is presenting the issue for discussion now and for action at Board Meeting in April. Beadle reviewed history and impact of recent years' dues increases, and the rationale for the decision to increase regularly, incrementally – a small increase annually that allows USCA to keep up with inflation.

#### 10. Treasurer (Bernauer)

- a. FY2008-2009 budget to actual results review
  - i. Bernauer presented 2009 results
    - 1) In April, Bernauer expressed concern that we might end with a \$25,000-\$40,000 deficit. At this point we are showing a \$13,000 surplus. Again, this is pre-audit. Bernauer highlighted budget variances.
      - a) Grant income: \$32,000 more than budgeted. In Championships area \$39,000 more in expenses: Denver Trials income and expense were greater than budgeted.
      - b) VIK income: More income and expenses. They offset each other.
      - c) \$28,000 budgeted for Donation Program. In April \$1,000 had been collected. At year-end, \$20,000.
      - d) In expense area, we were able to move approximately \$53,000 in expenses in the World Coaching area to be covered by USOC funding.
      - e) President's Travel area was \$7,000 under budget.
  - ii. FY2009-2010 Budget
    - 1) Goal was to achieve a \$25,000 surplus.
    - 2) If we deduct non-cash expenses, we have a cash surplus of \$2,400. The Budget Committee not happy with these results, but are OK with it because we are coming into an Olympic year with prospects for growth.
    - 3) Concerns/risks:
      - a. \$8,500 budgeted for new grants/sponsors
      - b. Assumes a 5% membership increase
    - 4) Positives:
      - a) Olympics are coming up. Influx of new members.
      - b) New grant income possibilities:
        - A. Mercury Communications IS seeking sponsors
        - B. Another marketing agency has identified a beer sponsor that has indicated an interest in curling.
        - C. Revenue Development Committee working hard.
        - D. Chicago Community Trust -- \$25,000 grant approved and cash has been sent. CCT suggested we contact them again and discuss AN additional application.
  - iii. FY2009-2010 Capital Budget Items
    - 1) From a cash point of view we have \$68,000 capital expenditures but only \$2,400 income. We need to find ways to generate surpluses. Of the \$68,000, \$50,000

purchase of championship stones was approved in April; balance is primarily ice-making equipment.

- iv. Solution to budget concerns: corporate sponsors.
- v. FY2009-2010 amendments. \$14,000 CurlTV expense will not be incurred. Operating Committee suggested removing the \$14,000 CurlTV expense from budget, and placing it into an Olympic Promotional Opportunities account. Rationale was that the Budget Committee had slashed Member Services budget. There are potential opportunities for promotional videos and partnerships with regions in their development. Because this year is so important in terms of exposure on a nationwide basis, we want to take advantage of that exposure on behalf of our clubs. Member Services Committee is in favor of USCA partnering with a region to make a video that can be used nationwide.
- vi. **Bernaer/Carlson move to approve the 2009-2010 budget as presented. Carlson/Beadle move to amend the budget to remove \$14,000 attributable to CurlTV expense and reassign to a new account, Olympic Promotional Opportunities.**

Discussion:

- 1) Concern that clubs will be overwhelmed by responses/interest than they can handle, and that funds in an Olympic Promotional Opportunities account could be used to provide assistance.
- 2) Keeping the \$14,000 in the Member Services budget shows the USCA's commitment to Member Services. This would be a contingency account for Member Services during an Olympic year.
- 3) Other thoughts about using the money:
  - a. Use money to provide webinars on different topics that would support clubs. New opportunities.

**Vote in favor of the amendment: Motion approved.**

**Vote on original motion as amended: Motion approved**

- 4) VP Member Services Sjue noted that the budget meeting was painful. He noted that the USCA can't solve our budget problems by increased membership and dues. If we don't get additional money, next year will be worse than this. He noted that the Board needs to be concerned about this. Sjue predicted that membership could be even or drop again in 2009-2010. Sjue predicts that we won't see big jump until next year (2010-2011).
- 5) Question: USOC wants USCA to provide more NGB support for high performance programs. How do we respond to them? Response by Higgins: We must sustain some level of competitive success to satisfy the USOC. From a staff perspective, the question to the Board is: What is the urgency to the Board to solve this so we can support programs and staff? Is there a sense of urgency from the Board to resolve these issues on the performance side and the member services side?

## 11. President's Report (Rich)

- a. Rich recognizes and introduces Dan Field as sponsor and one of USA Curling's largest supporters.
- b. Rich notes that several Board members will attend a tribute event hosted by Clintonville Curling Club in honor of John Williamson, Chief Icemaker for the USCA for many years. These Board members will make a presentation of a plaque from USCA.
- c. Strategic Planning. Rich reported that the strategic plan needs to be updated. Rich may call a strategic planning/general session on USCA's direction in future. Plans are preliminary at this point.

## 12. Chief Operating Officer (Patzke)

- a- Patzke reported that the selection of Lambeau Field as the site for the USCA Board meeting is an overall effort to achieve and sustain excellence throughout the USCA. Lambeau and the Green Bay Packers symbolize a commitment to excellence. We're asking athletes to commit to excellence; we're asking ourselves to commit to excellence. The USCA office has shared goal of marketing to our existing members this year. It is to help answer the question often asked: If you are a recreational curler, why should you care about supporting High Performance programs?
- b. Phase 3 of branding project – Immersion Media/Javelin Group. New logo design being developed. Focus on:
  - i. Uniqueness, heritage, passion/emotion, history
- c. Dan Field and his companies have been sponsoring the USCA for 10 years. By end of this year, Dan will have brought more than \$1 million of value to the USCA.
- d- Laphroaig® Scotch is a potential sponsor, with an interest in doing events in up to six cities. The USCA and clubs will both benefit if this works out.
- e. The 2010 USA Curling Kalamazoo Nationals will occur right after the Olympics. Tickets are on sale and the Radisson Downtown is the HQ hotel. Andy Anderson is the liaison with host committee. Anderson reported; distributed handout. The Kalamazoo organizers had three people who attended the Denver Trials. KOC: Wings Stadium Stadium is the venue, with three ice rinks. One will be open for drop-in curling during the championships. The Kalamazoo Curling Club has 50-60 members. Ramada Hotel. Pricing tickets to draw people in the first day. First several days are open seating; reserved for finals. Opening Ceremony: Tracie Moore and Jan Legacie will throw the first rocks in honor of Chris Moore and Garland Legacie. Anderson asks Directors and athletes to promote the event and to attend! Anderson indicates Kalamazoo is great to work with.
- f. Q: Revenue-sharing agreement with KOC and USCA. A: Not signed. There is a revenue-sharing component. It's either a set amount or a percentage once costs have been met.
- g. Q: Attendance projections? Do you know what it will take to break even? A: They're working on that – seeking \$150,000 in sponsorships.
- h. They do want to encourage children to attend.
- i. Badgero – Officiating Clinic Oct 24 & 25. KOC is sensitive to pricing food and beverages at reasonable levels.

## 13. Nominating (Swandby)

- a. Swandby reported that officers are elected on an annual basis. Nominating Committee nominates. Rich's presidential term will end with 2009-2010. Goal is to have a slate by January.

## 14. Board Development (Pelletier)

- a. Pelletier reported that Leadership Development Committee provided an orientation for new board members on Friday, September 25.
- b. Leadership and Development will give a presentation to entire Board at Spring meeting.

**3:07 p.m. 15-minute break. Reconvened 3:25 p.m.**

*VP AREAS, REPORTS:*

## 15. Vice President Member Services (Sjue) *[see Appendix page 18: Member Services Notes]*

- a. Report: Committee activities (Club Membership & Development; College Curling, Arena Curling, Youth Curling, Training & Instruction & ACF&M).
- b. Training and Instruction: Mielke reminds directors to remind regions that clinics are customer-driven, so please request through your regional coordinators. With Olympics coming up, having

instructors is of paramount importance. T&I has developed a model for skills camps designed for curlers who have curled for a few years and want to elevate their game. Contact regional coordinators.

- c. Stone Committee: 1<sup>st</sup> payment on rocks was due to WCF at end of 2009. We received our final year-1 payment in August 2009. 15-20 additional sets of rocks from WCF. We will not have 2-year grace period this time. Clubs will have to make their first payments their first year. Once we have details, we'll get the word out.
- d. College Curling: run by Illinois State Curling Foundation. They will run college bonspiel 12-14 March at Chicago and North Shore curling clubs.
- e. CurlTV \$14,000 put to Olympic Promotional Opportunities. Had small amount of funding in accounts for arena clubs to host open houses. May use some of that money to support arena curling club open houses.
- f. Youth Committee. 5 Junior Camps. Cape Cod, Green Bay: beginners – 40 at each. Rice Lake (32) advanced team camp (rather than advanced individual). Bismarck in October – combo of individual and team skills camps; includes a bonspiel. St. Paul may host a camp for advanced skilled junior curlers at end of May (40 curlers).
- g. Club and Membership Development: focal point Olympic year. Membership mailing included Olympic poster. Focus will be on media blitzes – articles in Curling News – prepare for Olympics. Arena clubs may not have experienced an Olympics yet.
  - i. TV spot to advertise open houses and local club activities. GNCC is working on a TV spot. 25-30 second spot about curling with an opportunity for club to personalize. Some discussion about cost and value. GNCC cost was projected at \$10,000. USCA budget has \$2,000 for two ads. Member Services is also looking at working with another club/region. Some concern that not many clubs will use a TV spot.
  - ii. *The Simpsons* will have show including curling in February (date not finalized). Information about this has been sent to clubs.
- h. Member Services Conferences. As reported previously, focus is changed to conferences being brought to regions. MOPAC on October 10-11. Minimum of 30 people, representing 5 clubs. Focusing on arena issues: 501(c)(3), recruiting and retention, creating curling ice in 20 minutes, skills camp in evening. Mielke and McMakin will lead. Budgeted for 2-3 mini conferences. May find that, with the Olympics, regions may find increased interest from arenas. Let your regions know that this is available and we'll try to set something up. We have enough in the budget to do 2 more.

**16. Vice President Operations & Marketing (Beadle) [see Appendix page 20: Report – VP Operations and Marketing]**

- a. Beadle reported. "Urgency in raising money." Beadle feels urgent.
  - i. Increasing our corporate sponsorship during an Olympic year has to be a priority. Mercury has been attempting to procure sponsorship for over a year.
  - ii. We need to take a good hard look at what sort of investments need to be made to bring someone in who's professional and has a track record of success.
  - iii. Beau Welling is passionate about curling – and he will have urgency about making something happen in the spring. Anticipates success this spring, following the Olympics.
  - iv. Scotch sponsorship.
- b. Chris Moore Legacy Fund. Currently \$11,000 in fund (SR get current amt). Beadle will meet with Anderson and ACF&M to discuss working with Chris Moore Legacy Fund or another option. Would like to use ACF&M money to promote the fund. Meant to be an endowment for large donations that our members may want to make. Beadle has met with Tracie Moore and John Melzer about

- this – now will meet with ACF&M. Would like to market endowment to the membership. Discussed additional fund-raising efforts to build the fund.
- c. Celebrity Bonspiel: St. Paul Curling Club. WCCO – invited people to come to the club - \$100 tickets to play with WCCO celebrities. Proceeds benefited diabetes. Partnerships with other entities to hold benefits. May be a golf benefit in Chris Moore’s name in the summer of 2010.
  - d. Pin Donation Program: In April we had collected \$1,000. Ultimately \$20,800 raised. Two more online donations in the past week. Didn’t do as well as they wanted to do. Learned much. Changes for this year include:
    - i. Donation levels: \$50, premium donations \$100, \$250. 80 donations above the \$40 level. Two jackets given in response to \$500 donations. Reduced the targets. WWUGs eliminated. JR Camps eliminated (were 2 JR areas in 2009-2010). Will make it obvious that USCA general operations is a target area. Biggest stumbling blocks were bottlenecks, including club presidents didn’t always supply pin donation chairs. Beadle asks all Directors to take pins and distribute to your region’s pin chairs. Media Guide has pin chairs designated. Beadle will send a list of clubs in proximity to Directors, with pins, a brochure with premium items, benefits of USCA membership list, a club membership listing for each club. Pin will be gold and silver version of red and blue pin. Also looking at fulfillment process. Fulfillment handled by Beadle this year; now will negotiate with fulfillment vendor. Pins will be sent to Directors in next few weeks.
    - ii. Board member comment: Minimum donation is obligation of every USCA Director. Every Director has an obligation to raise money for the USCA. Take this seriously.
    - iii. Board member comment: Expression of appreciation for Beadle’s work.
  - e. Report: Athlete/Curler Recognition (Maskel). Committee has two main obligations: Hall of Fame and Athlete of the Year (male/female) and Team of the Year. Team of the Year: Brady Clark Mixed Nationals team. Male Athlete: John Shuster. Female Athlete of the Year: Natalie Nicholson – Women’s Olympic Team lead; all of her teammates have been previously recognized.
  - f. Report: Bylaws/Governance (Carlson) *[see Appendix page 22: Proposed By-Laws Changes]*
    - i. Proposed changes to bylaws. Ongoing process. Carlson reviewed the history of the proposals and their relationship
    - ii. 3.16 to allow voting by electronic mail.
    - iii. 4.10 addresses the situation of a lag period when a president is temporarily unable to fulfill the duties. Addresses succession in this situation. Bylaw suggests using immediate Past President to step into office during the interim.
    - iv. 5.3 addresses mechanics of a special election. President/Acting President instructs Nominating Committee to nominate
    - v. 5.4 addresses holding a special meeting to elect and addresses possibility of a contested election.
    - vi. 5.5 addresses 18-hour cooling off period in event of contested election. Allows USCA to waive the 18-hour provision if uncontested.
    - vii. **Erbach moves/Farr seconds – approval of amendments as presented.** Discussion. Form of ballots cited in 5.4 is not specified. Written ballot provides anonymity. Email would not. **Motion carries.**
  - g. Report: Human Resources (Swandby)
    - i. HR addresses issues related to Central Office staff. High Performance staff overseen by VP Competitive Programs.
    - ii. Addition of Jean Lindner as Administrative Assistance brought Central Office back up to full staff at levels prior to David Garber’s retirement. Addition enabled shifting of responsibility.
    - iii. Compensation levels in budget allows for cost-of-living increases.



- iv. Terry Kolesar starting to participate in leadership development program offered through the Portage County (Wis.) Business Council.
- v. Patzke has been participating in Kellogg School of Business over several years. Graduation in October 2009. As part of this, 360-Degree Survey – gives staff, supervisors, peers. Anonymous feedback. Scored well.
- vi. Swandby thanked staff for their hard work.
- h. Report: Leadership Development (Pelletier)
- i. Report: Media (Kolesar) *[see Appendix page 24: Director of Communications Report]*
  - i. November 4 – 100 days before 2010 Vancouver. Working with USOC on Today Show program. November 4 – curling featured in three different segments. Hope to get funding from sponsorship or USOC to bring Men’s, Women’s and Paralympic Teams to Rockefeller Center. Will work with a local curling club on equipment. Our athletes are the only ones who’ve qualified. [We aren’t allowed to nominate them until 120 days.]
  - ii. Busy summer. Lots of media requests. Including a tattoo magazine request.
  - iii. Great media training session with our Olympic and Paralympic teams.
  - iv. Curling News goes to press next week. Get info to TK by Tuesday.
  - v. McDonald’s wants to put a curling athlete on their cups! Looking for a female.
- j. Report: Revenue Development
  - i. Patzke reported on potential revenue programs through a partnership with the Packers. He pitched the idea of making ice in the Lambeau Field parking lot in late November, early December, and bringing Olympians in. Donations could be taken, with proceeds potentially split with the USCA and Olympic and Paralympic teams to support athlete family travel.
  - ii. Scotch – Laphroaig®. Proposal is for six city events, with a \$17,500 budget. \$10,000 would go to the USCA, and a \$1,250 rental fee to each club. The idea is to get in the door, show Laphroaig® what we can do, then see if we can foster the relationship. Asking clubs to consider this as an introduction, too. USCA pays \$250/day for ice rental; this would be \$1,250 for day.
  - iii. Another project we’re working on is Hurry Hard Condoms, which is primarily focused on promoting education, awareness and healthy lifestyles. We would partner with Monterey County Aids Prevention (MCAP) agency, which is another group that doesn’t get a lot of funding. Kodiak Technology Group would finance the program, and the USCA and MCAP would split any profits 50-50. MCAP’s tagline is: “Don’t take a risk with your health.”

## 17. Vice President Championships (Pleasants)

- a. Report: Committee activities (Format, Awards, Field of Play, Rules & Officiating, and Event Site Selection).
- b. Pleasants reported. Early Registration Program. Head Office requested leverage to encourage teams’ early registration. \$20 incentive. Increased fee by \$20; if register early, \$20 less. This has been integrated into the Compete-At site. USCA Event Services Coordinator reported on improvements in the Compete-At website. Exceptionally easy for someone who’s registered before; site will backfill.
- c. RULES CHANGES: Major change in how we allocate spots to men’s and women’s qualifier sites. 4 sites for men; 3 for women. In past we allocated based strictly on number of teams that signed up for each site. Some sites had high concentrations of highly-rated teams. Change to allocate by strength of field. Peer seeding. Language for that developed. Plan is to use ranking system to assign points to top teams. Those points are allocated to each site, so you can tell how strong the field of play is. Strength is assigned a point value, and that determines the number of teams that



would advance. Discussed possibility of collusive voting. Two measures to avoid: 1) people will peer seed before sites are announced; 2) if we detect statistically significant anomalies in voting, that voting will be disregarded.

- i. Q: why only peer seeding instead of using points and other objective criteria. A: John Benton looked into that. Somewhat complicated. Peer seeding is likely to gain wide acceptance – seemed to work well; voting tends to be knowledgeable – teams knew who the strongest were.
- d. Olympic Teams are offered, if they choose to participate in them, a berth in the Nationals. “Olympic Teams” are defined as the athletes that represented the U.S. at the Olympics. In order to claim the berth, team would have to have 4 of the 5 Olympians who represented the athletes on the ice. Deadline for sign-up: same registration deadlines as other teams. Also must pay an entry fee. Entry deadline is November.
- e. OFFICIATING: Sam Williams reported. Committee spent time at Fall Committee meeting assigning officials. Presented to Championships, and Championships approved. Need someone in Fairbanks for the Qualifier. Sign-up by officials for our events this year is a little thin, but we have a number of officials who have offered to fill gaps.
  - i. Laptop timing: several sites used it last year. Have written a how-to description. Players love it. Williams is a proponent.
- f. RULES REVIEW: Williams reported on USCA’s response to WCF’s proposed rule changes. Williams is not aware of anything controversial that we want to suggest. Williams asked WCF reps for information. Swandby noted he’d sent a list of things the WCF is considering last spring. These were Swandby’s notes; WCF hasn’t produced anything for review at this point. Things that will be considered aren’t limited to that list. Publish something on website: request for responses? [Appendix to minutes from previous meeting.] Any guidance from the USCA for our WCF reps will be appreciated. WCF rep will ask WCF if anything more is available related to what will be considered at the open forum.
- g. FIELD OF PLAY: Championship rocks have arrived. Currently in Winnipeg. Mark Shurek will break them in and match them in the course of a bonspiel there. Committee would like to use rocks in Bemidji at Juniors. Would be useful to USCA for those rocks to have additional break-in time in preparation for use at Nationals.
- h. ICE MAKING EQUIPMENT: Approved by Executive Committee. When we went to arena model for Nationals and made decision to use our own icemaker – we need equipment. Biggest item is a scraper – Boss scraper at \$9,700. May get a break from vendor if designated as official scraper of Nationals; still in negotiations. Other items total \$9,500.
  - i. Q: USCA funds or USOC funds? A: We didn’t get USOC funding for Championship Rocks, but there are USOC dollars to support upkeep. Q: Make sense to ask them again? A: Budgets are done for this year.
  - ii. Q: Given the move toward laptop timers, is it good to buy boxes for shipping consoles. A: A number of sites will still use clocks and consoles.
  - iii. Q: Can laptops be used in an arena? A: Yes, with large monitors they’d be visible in an arena.
- i. ICEMAKING TRAINING AND CERTIFICATION: Dave Staveteig head icemaker. Want a group of icemakers to work with Dave, apprentice – so they can handle events that Dave can’t. Want a group of people to assist club icemakers make ice; at least one should be able to provide assistance to arena clubs. Ice Program – training and certification. Maskel added that the loss of Garland Legacie was a blow and a setback, and will keep his good works in mind and develop a program that he would have liked.
- j. RECOGNITION OF GARLAND LEGACIE AND CHRIS MOORE: Tribute sticker given to athletes at the Championships.

- k. BRAZIL CHALLENGE: Brazil initiated a Challenge in 2010. Will hold that event during our Men's Challenge Round. Will offer chance to compete to one of men's teams that has qualified and doesn't need to compete at the Challenge, in ranking order. Incentive for U.S. men's team to compete in Challenge is that if we lose the Challenge we don't go to Worlds. It is serious – if we were to lose and not go to Worlds, it affects our World standings and our Olympic points.
- l. ELIGIBILITY QUESTION: Committee recommends removing the minimum age requirement for Mixed Championships (currently 18). Requirement doesn't exist in other championships. Add "Any player under 21 participating in a championship event must be supervised by an appropriate adult over the age of 21 who must agree in writing to be the supervisor, subject to the approval of the event Chief Umpire. At the team meeting the Chief Umpire will verify that the supervising adult is in attendance." Supervisor could be a teammate. **Pleasant/Sjue move eliminating the minimum age requirement for the Mixed Championship, and adding the following wording to the Championship Rules: "Any player under 21 participating in a championship event must be supervised by an appropriate adult over the age of 21 who must agree in writing to be the supervisor, subject to the approval of the event Chief Umpire. At the team meeting the Chief Umpire will verify that the supervising adult is in attendance."**
  - i. Discussion about concerns about underage drinking.
  - ii. Suggest using what WCF is using, if there is a minor on the team, consider no drinking for anyone on a team.
  - iii. Danger is going to be if we see a lot of junior Mixed teams.
  - iv. Will increase the number of teams entering the Mixed. A positive for that event.
  - v. If many younger players, might affect bar revenue – discourage host sites. Economic impact for host sites.
  - vi. We don't have a minimum age in league play in other clubs. No problems.
  - vii. Allow junior athletes an opportunity to compete. It will be difficult for them to take time off from school. Don't think we'll see a big increase.

**Motion carries; 1 nay. Takes effect in 2009-2010.**

- a. JUNIOR UNDERAGE DRINKING: WCF now has an alcohol-free Junior Worlds event. We have a problem with drinking at Junior Nationals. Often USCA doesn't have evidence to take action. Host of problems from drinking: accidents, arrests, other problems. Several steps to signal to juniors that it's a new era:
  - viii. Require athletes, coaches and parents/guardians sign something acknowledging zero tolerance policy, and consent to testing. Asked to sign this at the team meeting at the beginning of the event.
  - ix. If a player fails a test, team is sent home and forfeits travel stipend from USCA.
  - x. Maureen will go to Bemidji and get this program established.
  - xi. Discussion:
    - 1) A good move. High schools have breathalyzers that are used regularly.
    - 2) Any drug or just alcohol? Applies to other drugs.
    - 3) What happens to wins and losses of disqualified team? All games are forfeited.

**President adjourned meeting for day at 5:49 p.m. SUNDAY SEPTEMBER 27, 2009 Called meeting to order at 8:15 a.m.**

**18. Vice President Championships (Pleasants)**

- a. **Pleasants/Badgero move to approve purchase of scraper at cost of \$10K and miscellaneous icemaking equipment at cost of \$9,500.** Discussion. Housed at USCA. AIT VIK for shipping. Part of capital expenditure budget presented and approved by Executive Committee. Who would have

access to this equipment? For use only by USCA's icemaker? Use will be determined by Championships Committee. **Motion carries.**

HALL OF FAME BALLOTS distributed. Voting ensues. Counted.

#### **19. Vice President Competitive Programs (Erbach)**

- a. Report: Committee activities (Elite Programs, Coaching, World Team Prep, Adaptive Curling & Sports Science).
- b. WORLD TEAM PREP
  - i. Team Leader applications on website. Deadline October 26. December 12 committee will review.
  - ii. Athletes and team leaders would like more information about funding and costs. Kellie and Mark Swandby (last year's team leader) will work to develop budget information for the athletes and team leaders. Team leaders go to Nationals for team meeting – expense is against their budgets.
  - iii. Timing of Women's events. Only one week between Nationals and Worlds.
  - iv. At National events, last year during the team meetings, the Team Leaders led the team meeting. Others assisted with uniform selected and sized. We will need uniform assistance at our national events – four people.
  - v. Committee discussed needing to clarify who among the team-around-the-team needs to go to events.
- c. HIGH PERFORMANCE TEAM
  - i. Erbach reported that the USCA needs to consider how the USCA will move forward with the team-around-the-team concept in a non-Olympic year. The team-around-the-team concept works well when there's a substantial amount of time between selection of the team and the World or Olympic event.
  - ii. Athlete Development Director. Erbach reported on the resignation of Ed Lukowich as ADD. Expressed appreciation for his service to the USCA and acknowledged the restructured roles within the High Performance Team.
  - iii. Major issues:
    - 1) Structure of the HP program in the future.
    - 2) Quad plan due to USOC by December.
    - 3) Determining how to apply what we've learned from year working with our Olympic Teams to other athletes and coaches.
  - iv. World Curling Tour Points
    - 1) Maureen Brunt has volunteered to track World Curling Tour points, which will come into play during the fill at the Challenge Round (prior years this was used for distributing discretionary funding).
  - v. Karuizawa – Japan Event – invitation to send a men's team; U.S. has accepted invitation. Team must be identified by November 15. Team will be selected based on past competitive success. Application process. Team will have some expenses to bear. Applicants will be alerted that the timing of the Japan event could make it difficult – not impossible – to participate in the Challenge Round.
  - vi. Higgins reported on the High Performance Program.
    - 1) Suggested that at the Spring Board meeting we bring the team-around-the-team, our experts, to describe the work that they've done and what was learned. Provide information to the Board about the program.

- 2) Team Selection Process model is being examined. An organizational driven effort to ensure that any decision is sustainable.
  - 3) USCA has best Olympic staff assembled in U.S. Curling Association history. Rodger Schmidt – technical assistance, European experience and expertise. Teams and head coaches are surrounded by support staff. Currently in a train and compete phase. Preparation up and through November and December. Push the progress for them and provide feedback for us. Scott Baird is working with teams in U.S. John Coumbe-Lilley, Ph.D., mental skills training. USOC John Crawley. Brian McWilliams supporting teams as medical/physical trainer. Higgins’s role is coordinating all of the team-around-the-team members.
  - 4) Coaching Programs. At Capital One Slam – content development video shoot for coaches. Film all of our educational content over about 6 draws. Great content on men’s and women’s side, fold in with what we shot at ECC last year. Goal is to put this out to a wider community, generate money through sales. Working with CBC’s Rick Davis. Reflects the modern game at an elite level.
  - 5) Finalizing agreement with Immersion Media for online content.
  - 6) Working with Elite Programs to finalize restructuring coaching, team selection process, coaching development ... and NDS ... competitive structure ... for Quad report to the USCA.
- vii. Erbach reported that these projects are funded by the USOC. Knowledge and information can be conveyed to wider audience – value for our members.
- viii. Q: How important is Quad Plan to USOC? What decisions need to be made, e.g., team selection process? A: Quad Plan is something that can be refined – but intent is to show USOC that we have a plan that can be sustained. Q: What is process for developing the plan? Who will do it? A: Elite Programs Committee, Scott Higgins, work together. Goal in Competitive Programs is competitive success, but also need to consider the best interests of the organization. USCA worked with Sport Performance at the USOC to develop our High Performance Plan. Now instead of looking at one year, we’ll be looking at four years. We are using USOC resources effectively. Q: Elite Programs Committee discussed timing of selecting World teams in non-Olympic years. We need to think about selecting our World representatives as early as December. Championships could develop a contingency plan to address this. Q: Is USOC being reasonable in asking for the Quad report in December? A: Reasonable that we think about how we as an organization have a plan for moving forward. How will we identify teams and coaches? What is the timing for our selection processes? Even without the USOC Quad Report, we need to be thinking about these issues now. Q&A: Old model wasn’t working; new model is working well – we’ll see how well at the Olympics. Q: If major changes are to be made to team selection process as part of Quad Plan, how will this be conveyed to constituencies? A: Communication issue is important. Extensive elite athlete input at this point. It will be easier to inform people when the range of options has been identified. One of the lessons we’ve learned is that communication and messaging is critical. When the USCA decides how to move forward, communication is key.
- ix. Q: Who is going to put this Quad together? Disconnect between HP development and the Board. No alternative because of timing. Board wasn’t really involved. Performance Model has been well-received – Board needs to recognize that we are in a position where we have a smaller group of people making commitments on behalf of the Board. Not a criticism – but Board ultimately has the responsibility. Policies are affected. A: As a Board we’ve hired professionals to do this work. Comment: Kinds of decisions we’re making are much broader and wider. Comment: A good change. Q: What large changes

are being contemplated? Team selection process mentioned. A: Team selection process – how it's done and when occurs. What is being contemplated is a need to look at that and how we can do it most effectively in the future. Q: What other options are being discussed? A: Theoretically, one possibility is a designated national team. What is being advocated at this point is looking at these issues.

[Sjue and Legacie depart.]

- x. Q: Why wasn't this done months ago? We knew it was coming. A: We didn't know how our teams would respond to the whole process. Also a function of time and expertise. We don't have full-time people in a centralized location. This takes time to consider.
- xi. Q: Does the Quad report/plan commit us to it? Let's trust that the group putting the plan together. If vision changes, we'll amend the plan accordingly.
- xii. Q: In preparing the 4-year plan in December – intent is not to commit the organization to a policy change related to team selection. Current HP plan overlaid over our current team selection, including options we are considering – but not committing to those changes. Comment: confidence that Rick, Scott and Elite Programs will put a good plan together – concern is governance.
- xiii. Olympic Team Leader Swandby reported on the availability of Olympic curling tickets.

20. Rich announced Olympic Ring bracelets and 2010 Olympic Curling pins are available for purchase.

## 21. HALL OF FAME VOTE

- a. Both candidates Sugahara and Pustovar received a supermajority of votes of those present, and have been elected to the Hall of Fame.
- b. Maskel will notify both Pustovar and Sugahara.

## 22. USOC

- a. COO report (Patzke)
  - i. The USOC's planned Olympic (TV) Network has announced a partnership with ComCast. The push to move this forward was halted so as not to take away from the Chicago 2016 bid. The USOC has created an Olympic Network Advisory panel – Patzke is a member. It won't be on-air for at least a year.
  - ii. The USOC Paralympic Division has come to us with a proposal to expand wheelchair curling in Wisconsin, Minnesota and Illinois, reaching out largely to veterans.
  - iii. Patzke was invited to attend the USOC summer sport resource allocation meetings as an observer. Each Sport Performance Team makes the presentation on the high performance plans each sport has submitted, summarizing them and their funding recommendations in about 20 minutes per sport. They reduce the summary to: Here's their plan, here's their medal prospects, here's our recommendation. The USOC invited one NGB (Curling) and one athlete (McCullough) to observe this process this year. Important to note:
    - 1) 3 categories. Foundation: medal expected. Medal Opportunity: high potential, some proven success – curling is currently in this category. Development: very little chance of a medal; an outside shot. When dividing the available funding, the most is given to Foundation sports, then to Medal Opportunities, then Development (if anything available for them). Curling is fortunate to be in the Medal Opportunity category. We received the funding we did this year largely because of the new High Performance Plan that we've put together.

- 2) Our HP plan must be supported in a non-Olympic years. The USOC is considering a Club Sport status – which would mean much less money. We need an integrated HP system from the grass-roots system on up. In the past we didn't have a High Performance Plan. We had a funding idea: let's give these teams some money so that they can do whatever they think they need to do to get good. The new funding program has travel/training grants so the USCA can keep an accounting of how the money's being spent, so that we can also show the USOC how it was spent. Question: Is it the policy of the Board to say "Select a team and win medals" or to say, "Here's how you select a team and win medals." We have to change our program to consistently win medals.
- b. USOC/AAC Report (Maskel)
    - i. Supplements. Totally unregulated and potentially dangerous in terms of being tested and danger to health. Warning is "take at your own risk."
    - ii. Norm Bellingham. TV issue. Olympic Network has automatic branding. USOC believes it's financially viable. TV vs. webcasting. Reality is that TV is still king. Some people want Olympics protected and limited to 4 years. Asked: is that the model you want? 2 weeks of attention, then darkness. Olympic Network is on hold until Chicago bid is considered, but is something they want to pursue.
  - c. Q&A
    - i. Q: NBC lined up their Olympic advertisers. Do we know who is sponsor for curling? A: Don't know at this point. Curling will probably be on MSNBC or CNBC.
    - ii. Q: Can we influence timing of advertising during curling games? A: They did try to stagger them, but they must give their advertisers time. Influence, maybe.

### **23. Athletes Advisory Council (Joraanstad absent)**

- a. Maskel reported for Joraanstad. AAC needs to engage our elite athletes in discussions related to changes being considered. Maskel indicated he hadn't been aware of any discussions had to date.

### **24. World Curling Federation (Anderson, Rich, Swandby, Hatch)**

- a. Swandby reported. We haven't met with WCF since our April Board meeting. Les Harrison sent a newsletter in July.
  - i. Major concern to WCF is they've had vigorous discussions with CCA regarding sponsorship and marketing rights during World events in Canada. Disagreements about where money goes. Affects U.S.-held events in terms of sponsorship limitations.
  - ii. WCF has hired Infront, which has secured sponsors that compete with CCA sponsors.
  - iii. 2014 Olympics in Russia – WCF has sent reps.
  - iv. To qualify to get to the Olympics, you must earn points at previous World Championships. World Championships in an Olympic year didn't count in past. Voted to ask the IOC to see whether it could be expanded to all 4 years. IOC has great reservations. Concern is that new countries coming into the system will have a harder time qualifying for the next Olympics. That means this year's world championships won't apply to qualifying for the next Olympics.
    - 1) Q: who determines how many teams can be entered in the Olympics. A: the IOC. Expense is an issue. WCF can propose whatever it wants, but ultimately approved by the IOC.

[West departs the meeting.]

- v. Major change: Youth Olympic Winter Games January 2012 – Innsbruck Austria. 16 mixed teams, some educational activities, then split countries into mixed doubles teams. Most important change: IOC was concerned about age range – born between January 1,

- 1994 and December 31, 1995. Only half of youth will be able to go, because there will be a two-year period between events. We will have to determine a team selection process. We will get requirements from the WCF: focus is international understanding – curlers and community service. Competing under the IOC banner. IOC will fund event entirely. Pleasants noted that Championships will need to determine a selection process.
- vi. Looking for input in terms of disabled curling: where do we go beyond wheelchair. Vision-impaired? Not considering Deaf Curling because they already have their own world event.
  - vii. Rules Changes: any input before WCF reps go to Aberdeen in December. Swandby requests input.

**25. USWCA (Farr) [see Appendix page 26: USWCA-USCA Liaison]**

- a. Farr reviewed
  - i. Seniors Dec 2-6
  - ii. 5-year and under events
    - 1) Open Plan
    - 2) Utica
    - 3) Columbus OH
    - 4) Open Poynette March 19-20
  - iii. 3 Junior bonspiels
- b. Senior Friendship Tour from Canada – WI, IL, MI, OH – Nov 4 is start date.
- c. New USWCA website. Temporary address <http://76.12.203.233>
- d. USWCA encourages development of curling among juniors and women and continues to embrace the programs of the USCA.

**26. Open Board action items**

- a. None

**27. Unfinished business**

- a. None

**28. New Business**

- a. Next USCA Board of Directors meeting, preliminary, April 23-25 in Green Bay. *[NOTE: The meeting dates were later changed to April 29-May 2.]* Only conflict is the World Seniors. Comment: because of partnership with Green Bay. Nice to be here to celebrate the Olympic and Paralympic medals.

**29. Motion to adjourn Pelletier/Krake. Motion carries.**



**United States Curling Association  
Board Meeting Minutes  
September 26-27, 2009**

**Appendices**

APPENDIX: Finance/Audit Committee

USCA Dues History

USCA DUES HISTORY [current 9/24/09]

	FY 91	FY 92	FY 93	FY 94	FY 95	FY 96	FY 97	FY 98	FY 99	FY 00	FY 01	FY 02	FY 03	FY 04	FY 05	FY 06	FY 07	FY 08	FY 09	FY 10	FY 11	
Household Head	\$8	\$8	\$8	\$8	\$9	\$9	\$9	\$9	\$12	\$12	\$12	\$16	\$18	\$20	\$20	\$20	\$25	\$25	\$27	\$27	\$29	
Add. House	\$4	\$4	\$4	\$4	\$5	\$5	\$5	\$8	\$8	\$8	\$8	\$12	\$14	\$16	\$16	\$16	\$21	\$21	\$23	\$23	\$25	
Junior w/CNews	\$8	\$8	\$8	\$8	\$9	\$9	\$9	\$9	\$10	\$10	\$10	\$14	\$16	\$18	\$18	\$18	\$23	\$23	\$24	\$24	\$26	
Junior	\$3	\$3	\$3	\$3	\$3	\$3	\$3	\$6	\$6	\$6	\$6	\$10	\$12	\$14	\$14	\$14	\$19	\$19	\$20	\$20	\$21	
Social/Other*	\$4	\$4	\$4	\$4	\$5	\$5	\$5	\$8	\$8	\$8	\$8	\$12	\$14	\$16	\$16	\$16	NA	NA	NA	NA	NA	
Social/Other w/CNews*	\$5	\$5	\$5	\$5	\$9	\$9	\$9	\$9	\$12	\$12	\$12	\$16	\$18	\$20	\$20	\$20	NA	NA	NA	NA	NA	
Social w/CNews	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$22	\$22	\$24	\$24	\$25	
Social*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$18	\$18	\$20	\$20	\$21	
Youth w/CNews	N/A	N/A	N/A	N/A	N/A	\$9	\$9	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$9	\$9	\$9	\$9	\$10	
Youth	N/A	N/A	N/A	N/A	N/A	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5	\$5	\$5	\$5	\$6
Other*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$5	\$5	\$5	\$5	\$5	\$6

\*Social/Other dues categories split in FY07

## APPENDIX: Member Services Notes

### Member Services Notes for the Operating Committee Meeting 25 September 2010

1. Final 2009 USCA Membership was 13,949. This is down about 400 from last year or about 3%.
2. Stone Committee. All clubs with WCF rocks have made their 2008 payments. The last was Curl San Diego which was received 18 August 09. 2009 payments are due in December. We are currently working on a second WCF Stone Program. This will be smaller – not likely to exceed 20 sets. We will also not get the 2 year grace period before first payment is due. Clubs that receive stones will have 5 years to repay. Final agreement is being worked out.
3. Youth Committee. 2009-2010 Camp Report:
  - Green Bay Camp for beginner and intermediate curlers was conducted 24-26 July with 48 curlers in attendance. Green Bay replaced the Eau Claire camp this year due to non-availability of facilities at Eau Claire. The camp went very well with very good ice conditions. The cost of running the camp was less; however the camp capacity is about half of Eau Claire's camp. The committee is currently evaluating options for next year.
  - Rice Lake Camp for advanced junior teams had 32 attendees on 13-16 Aug 09.
  - Camp Cod a camp for beginners and intermediate curlers was conducted in July with 48 junior curlers from 10 GNCC clubs.
  - Bismarck's camp for beginner and intermediate curlers and teams is scheduled for 23-25 Oct 09.
  - St Paul will again conduct an advance/competitive camp for junior curlers at the end of May 2010.
4. College Curling. The ISCF is preparing to conduct the National College Bonspiel in Chicago again this year on 12-14 March 10 at Chicago and North Shore Curling Clubs. Regional bonspiels will depend on amount of money received from CCT grant.
5. Training and Instruction. The committee has updated the level 1 and 2 instructional material, and is preparing it for inclusion on the USCA web site. Directors should remind their Regions that instructional clinics are customer driven; and interested clubs should work with State/Region Coordinators for scheduling of clinics.
6. Arena Curling. The committee continues its focus on preparing arena clubs for the expected interest in curling generated by the 2010 Olympics.
7. Club and Membership Development. Ongoing actions for the 2010 Olympics include producing one or two 30 second curling advertising spot, obtaining rocks, updated our fall mailing with Olympic materials, new Olympic poster, and a planned communication blitz through emails, Curling News, etc.
8. Member Services Mini-Conference in MOPAC 10-11 Oct 09. This 2 day conference will consist of a 1 day seminar dealing with arena curling issues such as ice making,

rocks, club operations, open houses, etc. This will be followed by a Skills Camp Saturday night and concluding Sunday morning. Per their request we will provide an overview of the coaching program.

Chris Sjue  
VP Member Services

## APPENDIX: Report – VP Operations and Marketing

U N I T E D S T A T E S C U R L I N G A S S O C I A T I O N



National Office 1160 CenterPoint Drive, P.O. Box 866, Stevens Point, WI 54481-0866  
715-344-1199 ■ fax 715-344-2279 ■ e-mail usacurl@charter.net ■ web site www.usacurl.org

To: USCA Operating Committee

From: Kent Beadle

Date: September 26th, 2009

Subject: Report – VP Operations and Marketing

### 1. Revenue Development- Pin/Donation Program

The program was not as successful as hoped or budgeted. We took in approximately \$20000 in revenue. The obvious reason is the economy. However, the more relevant reasons were inexperience and a lack of support from some of the clubs. We also had some communication issues with the home office that we will fix. We also had some mis-communications on fulfillment regarding costs and execution. However, there were some successes. First, we did re-establish the program in a few clubs that didn't participate in the past. We also set up the online program and we continue to receive donations throughout the summer.

Going forward, we are looking at some changes. First, we will discuss raising the minimum donation to \$50. Premium donations will be at \$100, \$250, and \$500. This will offset the cost of fulfillment, and will be one less item to produce (we do have an online donation button for smaller donations). Lower donation levels will be available online. Second, we will cut the number of "targets" to put more revenue into those targets and make it less complicated. We will emphasize a "USCA office" as a target. We are asking each director to identify the pin chairs and provide pin packets to the clubs in their region. The direct request to club presidents is a bottleneck that doesn't work. I want to keep the same pin design but change colors to a gold/silver design to save on set-up costs. This will allow for a quick shipment. We will put together a better Pin "packet" for pin chairman. I have spoken with SS Design and they have a willingness to help with a small brochure that will show the premium items in color. We are also working with SS to implement a system whereby premium items can be produced and shipped as orders come in online or when chairmen submit their lists so that we don't need to wait for all orders to come in before the premiums are produced.

### 2. Large Donor, Corporate Sponsorship

At this point, Mercury is still working on our behalf with potential corporate sponsors but to no benefit to the organization as of this time. They remain optimistic but the economy has hurt sponsorship opportunities. Another organization "Q-Sports Marketing" brought



MEMBER: UNITED STATES OLYMPIC COMMITTEE ■ WORLD CURLING FEDERATION





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a beer company to us but no deal has come of it to this point. They have also offered to represent us in the marketplace but they want upfront money and that is not in our budget. We are now working with a Scotch company on a sponsorship opportunity. Beau Welling has continued to work on an “event” but in his words, he is currently “spinning his wheels”. While nothing will happen this fall, but something this spring is a possibility on the heels of the Olympic exposure. We want to finish the “video” this year for use with this event and online use with potential donors and the Chris Moore Legacy Fund.

3. Chris Moore Legacy Fund

There is currently over 11,000 in that fund. I met with Andy this weekend about the ACF&M help in beginning a marketing campaign. I will travel to Chicago this fall to explore this further. The video above in addition to a professional insert in the Curling News introducing the endowment with a theme highlighting the broader needs required to get to the podium: Growing membership, Junior Curling, Instruction, Coaching, and Elite programs. Funds are currently available to cover yearly depreciation on the stones. We need to raise revenue to do more things. In addition to direct solicitation, we are looking at fund raising events such as curling or golf “celebrity” or “pro-am” events using Olympians as a draw (St. Paul/WCCO model). We may need to share revenue with another charity that has the “heartstring tug”.

4. Athlete Recognition

We will be voting this weekend on Hall of Fame nominations of Paul Pustovar and Kay Sugahara. Office to make contact with ND Curling Association regarding nomination that has lapsed.

5. By-Laws

Dave Carlson

6. Human Resources

Mark Swandby



MEMBER: UNITED STATES OLYMPIC COMMITTEE ■ WORLD CURLING FEDERATION



## APPENDIX: Proposed By-laws Changes

### PROPOSED BY-LAW CHANGES SEPTEMBER, 2009

**Section 3.15 EXECUTIVE COMMITTEE.** . . . meeting of the Executive Committee may be called and held in conformity with the provisions of the By-Laws relating to a meeting of the Board of Directors and action recorded by any Member of the Committee in Executive Committee Minutes except as provided for in Section 3.16 of the By-Laws . . .

**Section 3.16 VOTING BY ELECTRONIC MAIL OR OTHER ELECTRONIC COMMUNICATION.** At the discretion of the president, a vote on a matter properly before the Executive Committee or the Board of Directors but for election of officers and other positions with the Corporation may be taken by telegraph, facsimile, electronic mail, or other electronic communication. Notice of the vote shall be provided by telegraph, facsimile, electronic mail or other electronic communication no later than 24 hours prior to the commencement of taking of the vote. Any Member of the Executive Committee or the Board of Directors, as is applicable, who has a vote may request that the meeting be held by conference call or other similar communications equipment pursuant to Section 3.12 of the By-Laws. For this request to be effective, the same must be made no later than 24 hours after the notice of the vote has been transmitted or prior to an affirmative vote of the majority of the Executive Committee or the Board of Directors, as is applicable, having been submitted, whichever occurs last. Said request must be communicated to the Corporation by telegraph, facsimile, electronic mail or other electronic communications. The time limit within which the votes of the Executive Committee or the Board of Directors, as is applicable, shall be recorded shall be within six (6) days from the day the text of the matter to be voted upon was communicated to the Members of the Executive Committee or Board of Directors, as is applicable.

**Section 4.10 DUTIES OF IMMEDIATE AND PAST PRESIDENT.** In the president's absence or incapacity or resignation, the immediate past president shall preside over all meetings of the Members, the Board of Directors and the Executive Committee. In the president's absence or incapacity or resignation, the immediate past president shall assume control of and supervise the business and affairs of the Corporation, and may execute any contract, agreement or instrument necessary for the conduct of the business of the Corporation and, in general, shall perform all duties incident to the office of the president and such other duties as may be prescribed by the Board of Directors, from time to time. The immediate past president shall continue to act as president of the Corporation until the vacancy in the office of president is filled pursuant to Sections 4.4 or 4.3A or upon the president's return from his/her absence or the regaining of his/her capacity, as is applicable.

**Section 5.3 SPECIAL ELECTIONS.** When a vacancy in an office occurs pursuant to either Sections 4.3 and/or 4.3A, the President or the acting President pursuant to Section 4.10 shall direct the Nominating Committee to propose a candidate for each office which is vacant. The name(s) of the candidate(s) shall be provided to the Members of the Board of Directors in the Notice of the Special Meeting at which the election is to occur. Said Notice shall be provided in compliance with Section 3.11, provided that the Notice shall be given at least six (6) days prior to the Special Meeting if by regular first class mail or at least 96 hours prior if any other specified means of communication is used.



**Section 5.4 SPECIAL ELECTION WHEN MEETING BY CONFERENCE CALL OR SIMILAR COMMUNICATION EQUIPMENT.**

(a) If a special election pursuant to Section 5.3 of the By-Laws is conducted at a meeting held by means allowed pursuant to Section 3.12 of the By-Laws, notice of the special election must be given at least 96 hours prior to the meeting when notice is given by telephone, including voice messaging system or other system or technology designed to record and communicate messages, telegraph, facsimile, electronic mail or other electronic communication or at least six (6) days prior to the meeting when notice is given by regular first class mail, notwithstanding anything to the contrary set forth in Section 3.11 of the By-Laws. Notwithstanding the provisions of Section 5.2 of the By-Laws, any additional nominations must be communicated to the Members of the Board of Directors at least 18 hours prior to the Special Meeting by telephone, including voice messaging system and other system or technology designed to record and communicate messages, telegraph, facsimile, electronic mail or other electronic communication.

(b) If there is a contested election at a Special Meeting held by means permitted pursuant to Section 3.12 of the By-Laws, a written ballot shall be used unless some other form of balloting is approved by the Board of Directors. The Special Meeting shall be adjourned to allow for the use of a written ballot or some other form of balloting as approved by the Board of Directors. If a written ballot is used, the same shall be provided to each voting Member of the Board of Directors either by telegraph, facsimile, electronic mail, or by other electronic communication, or by regular first class mail. All ballots must be in writing and returned to the offices of the Corporation no later than six (6) days following the date of the Special Meeting. Determination of the six (6) days shall be based upon the postmark or other similar dating method if alternate means is used to communicate said written ballot to the USCA office. If the ballot is postmarked or otherwise dated untimely, it shall not be counted.

**Section 5.5 UNCONTESTED ELECTIONS.** If the election for an officer or other position with the Corporation is uncontested, a vote may be taken immediately upon a motion, second and a majority vote of the Board of Directors so directing.

## APPENDIX: Director of Communications Report

**What I did over summer vacation...otherwise known as  
Director of Communications Report  
Prepared by Terry L. Kolesar, April-September 2009 activities**

### **Media/Public Relations**

- **Media summits:** Let the media circus begin...actually it's been underway since the 2010 U.S. Olympic Team Trials ended in February for teams McCormick and Shuster. The skips have already been part of two key media summits – one held in May with NBC in Los Angeles and one earlier this month in Chicago as the U.S. Olympic Committee hosted its Media Summit. More than 250 journalists representing local, regional and national newspapers, radio stations and TV stations were in attendance in Chicago Sept. 11-12 to interview, film and photograph Shuster, McCormick and Augusto Perez of the 2010 Paralympian team. Shuster and McCormick also had specific appointments with Late Night with Carson Daly show, US Weekly, Sports Illustrated, USA Today, Wired Magazine and a few others.
- **A look backward:** Throughout the summer the teams took part in 8 Olympic preparation camps, handled media requests and even had some fun “celebrity” appearances throwing out first pitches at baseball games, taking part in lawn bowling and other charities events in their local communities that I helped organize or promote as they took full advantage of being ambassadors for the sport of curling. In addition, both Olympic teams underwent professional media training with the help of Kevin Sullivan, former director of communications for President Bush. This was a valuable step for the athletes as we took some of them out of their comfort zones with on-camera work and firing hard practice questions at them. The Paralympic team had a down-sized version of the program, which I facilitated along with Rick, at summer camp.
- **Looking forward:** Many other opportunities are in the planning stages to help promote and market our 2010 Olympic team. Team members will take part in the USOC's 100-day out celebration in New York City Nov. 3-4. The curlers will be featured in several segments on NBC's The Today Show on the morning of Nov. 4 as the qualified members of Team USA are announced. They'll also take part in a curling demonstration at Rockefeller as part of the Today Show segment. Rick and I are coordinating with local curling clubs for equipment support and will have an opportunity to have a curling booth in Rockefeller Center during the celebration. NBC and Time Magazine will be taping features on Team Shuster in October and November and McCormick is working with the Carson Daly show on a curling feature that we taped in September. Nicole Joraanstad will take part in Nike's media summit in early October in Vancouver as well. It's been a busy month for media requests and if there is such a thing as good stress, this is definitely how I would describe it. I'm also in the midst of organizing a media day at the team's Olympic preparation camp in Green Bay in mid-December to help control the flow of interview opportunities. As we announced earlier this summer, curling will be featured in a full episode of the Fox comedy The Simpsons. The researchers took a genuine interest in our sport and early indication show the sport in a positive light.
- **2010 Olympic Winter Games:** Bring on Vancouver! The media team for USA Curling is in place for coverage at the Games. Early reports from NBC indicate the network will air live coverage of the morning and afternoon games in Vancouver with the night draws being aired via tape-delay. NBC is excited, the teams are training hard and I'm reading to manage our team's victories and subsequent media blitz...all we need is for the curling to begin. Fellow curlers Kellie Krake (Madison, Wis./Madison Curling Club) and Derek Surka (New Haven, Conn./Nutmeg Curling Club) will be on NBC's curling staff for the Games. I'll be the USOC's press officer

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In August I began the Leadership Portage County program, a nine-month leadership training course culminating with graduation in May here in Stevens Point. Its value has been evident with just two sessions completed. I hope we're able to send additional employees through this class in the near future.

In my seventh year now with USA Curling I continue to enjoy the work laid in front of me and the opportunities that certainly will continue to develop. Thanks to all of you for working on so many great projects in past and future seasons. Go Team USA!

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## APPENDIX: USWCA-USCA Liaison

### USWCA-USCA Liaison Report to Board of Directors September 26, 2009

The United States Women's Curling Association met in the east September 19-20, 2009. It was announced that the Senior National Bonspiel will be held in Grand Forks, North Dakota December 2 to December 6, 2009. The Women's National Bonspiel will be held at the Schenectady Curling Club in New York February 10 to February 14, 2010. After the February meetings of the USWCA, the Annual Meeting of the USWCA will be held on February 11, 2010 at the Hilton Garden Inn in Troy, NY.

Some 5-year and under events are set for those curlers with 5 years or less experience curling. In the east, there will be an Open event in Plainfield, New Jersey December 10 to December 13, 2009 and a Women's event in Utica, NY March 18 to March 21, 2010.

The Central Region will hold an Open in Columbus, Ohio (date to be determined) and another Open will be held in Poynette, Wisconsin March 19-20, 2010.

Three Junior Bonspiels are scheduled: 30 teams at Kettle Moraine in Hartland, Wisconsin (date to be determined); Madison, Wisconsin December 12-13, 2009 and at Broomstones in Wayland, Massachusetts November 20-22, 2009.

16 Canadian Women's Teams from the Manitoba Province will be touring Wisconsin, Illinois, Michigan and Ohio in November 2009. The tour begins with an opening luncheon on Wednesday, November 4<sup>th</sup> in Milwaukee, preceded that morning by curling. The schedule will continue with curling most days. On November 5<sup>th</sup>, 2 Draws at Blackhawk Curling Club in Janesville, WI; Friday, November 6<sup>th</sup> curling in the morning at Madison Curling Club; November 7<sup>th</sup>, mid-morning curling at Kettle Moraine Curling Club; Sunday, November 8<sup>th</sup>, lunch at Chicago Curling Club with curling that afternoon at Exmoor Curling Club. November 9<sup>th</sup> is a travel day to Detroit. Tuesday there will be curling in the afternoon at the Detroit Curling Club. Wednesday, November 11<sup>th</sup>, the tour will travel to Cleveland where the 4 teams will curl 2 draws against Mayfield Curling Club. On Thursday, November 11<sup>th</sup>, the Canadians will curl against the Cleveland Skating Club. Friday will be a day of friendship with the final banquet that evening. Saturday the Canadians will return home. If any members of the USCA wish to watch some good curling, e-mail Janet Farr at [jfarr103@sbcglobal.net](mailto:jfarr103@sbcglobal.net) for times and more specific information.

The business of the meeting included setting a reinstatement fee for delinquent clubs. The new website is in its trial phase and if anyone here at this USCA meeting would like to go onto the new website and, if you do, please share any thoughts you have about the site. The site address is <http://76.12.203.233/>. Nominations for upcoming officers were announced and will be voted on at the February meeting. Nancy Seitz will be the next President and she has asked that I ascertain the date for the USCA September meeting in order for her to move forward with obtaining meeting space in Cleveland. It needs to be done by February 2010.

New ad hoc committees were named, including Long Range and Strategic Planning and Event Eligibility (for major events when a member holds multiple club membership). Another ad hoc committee has been given the task of Scot Tour cost analysis for the incoming 2011 tour and future tours.

USWCA continues its efforts to encourage the development of curling among juniors and women and continues to embrace the programs of the USCA.