

UNITED STATES CURLING ASSOCIATION
Board of Directors Meeting
September 15-16, 2012
Hilton Minneapolis/St. Paul Airport MOA

MINUTES

Present: Jim Pleasants, in the Chair; Paul Badgero, Kent Beadle, Craig Brown, David Carlson, Gabrielle Coleman, Dave Flippo, Dean Gemmell, Nancy Hagenmiller, Jeff Hannon, Jonathan Havercroft, Nick Kitinski, Jan Legacie, Rich Lepping, Gwen Krailo Lyons, Gordon Maclean, Richard Maskel, Sean Silver, Chris Sjue, Jennifer Stannard, Mark Swandby, Ann Swisshelm, Beau Welling, Sam Williams

Also Present: Rick Patzke, COO; Christy Hering, Administrative Assistant; Terry Kolesar, Director of Communications; Kim Nawyn, Growth & Development Manager; Sandy Robinson, Controller; Albert M. Anderson, WCF Director of Finance; Jack Bernauer, Chair of Finance-Audit Committee

Absent: Board: Maureen Clark; Peggy Hatch; Cyndee Johnson; Allison Pottinger. **Region:** Dick McCartney, GNCC. **Staff:** Derek Brown, Director of High Performance; Scott Higgins, Director of Coaching and Sport Education; Dawn Leurquin, Event Services Manager.

I. Call to order. (Pleasants) President Pleasants calls the meeting to order at 1:02 p.m.

II. Welcome and introductions. (Pleasants) President Pleasants welcomes everyone to the meeting.

- A. Newly elected Directors:
1. Jeff Hannon, new GNCC representative
 2. David Flippo, new Alaska representative
 3. Nick Kitinski, new MoPac representative
 4. Jennifer Stannard, new USWCA liaison

III. Roll call. (Havercroft) Secretary Havercroft takes the roll and confirms that a quorum is present.

IV. Appoint parliamentarian. (Pleasants) President Pleasants appoints Andy Anderson as parliamentarian.

V. Additions/changes to the printed agenda. (Pleasants)

- A. President Pleasants indicates that he will redefine the report of the Finance/Audit Chair, who will be reporting on the financial health of the organization.
- B. President Pleasants defers approval of the April Board meeting minutes until Sunday so that everyone has a chance to review them.

VI. Approve Minutes of Previous Board Meetings (Pleasants) –

- A. Board of Directors Meeting, April 21 & 22, 2012

President Pleasants indicates a copy of the minutes is in the Directors' Drop box, and defers the approval of the minutes until Sunday in order to give Directors more time to review the minutes.

VII. Ratify the actions taken by the Executive Committee (Pleasants) [see Appendix]:
Executive Committee Meeting minutes

President Pleasants describes the makeup and role of the Executive Committee. He notes that at the spring and fall Board of Directors' meetings, the full Board ratifies the actions of the Executive Committee.

Pleasants summarizes the actions taken by the Executive Committee before calling for a motion to ratify.

- A. May 30, 2012 (Coach Working Group email vote)
- B. June 18, 2012 (Athlete of the Year email vote)
- C. July 31, 2012 (FY13 Budget teleconference)
- D. August 17, 2012 (Coach of the Year email vote)
- E. September 5, 2012 (2014 Site Selection email vote)

Patzke notes that there are some additional votes that need to be included in the minutes. The corrected minutes will be placed in the Drop Box today. Pleasants indicates the vote for ratification will be tabled until Sunday, September 16, 2012

VIII. Nominating Committee (Rich)

- A. Maskel reports on behalf of the Hall of Fame Committee, noting that the Hall of Fame Nominations are to be presented September 15, 2012, and voted on September 16, 2012.
- B. Maskel reviews the four Hall of Fame categories: Curler, Builder, Curler/Builder, Team.
- C. Maskel reviews the process used to determine the Hall of Fame nominations brought before the Board.
 1. The Hall of Fame solicits nominations.
 2. The Hall of Fame nominating committee applies critical evaluation to the nominations submitted to determine whose nomination will be brought forward to the Board.
 3. Maskel notes that the Hall of Fame standards are very high, as determined by the Board. The Committee is charged with determining which, if any, nominations rise to the level of the USCA's high standards.
 4. Because of the intense scrutiny and critical evaluation of nominees, the evaluations are confidential.
- D. The Hall of Fame committee brings the nomination forward of Jon Mielke as a Builder. *Nomination forms are distributed.* Legacie speaks in support of Mielke's nomination, citing his many accomplishments. Maskel indicates that the sheer number of instructional opportunities Jon created stood out.
- E. Maskel indicates that the votes will be cast by written ballot, with the election being held on Sunday.

IX. Finance Committee (Bernauer)

- A. Bernauer reports that Finance Committee met on September 14, 2012, and reviews the items discussed at that meeting.

1. Financial Operations for 2011-12, subject to audit:
 - a) Bernauer reports that the USCA's net income for the year is current \$44,000 to the positive as compared to the budget.
2. Balance Sheet:
 - a) Net Equity. The USCA's equity position has improved.
 - b) Cash. Bernauer notes that we are currently showing a \$331,000 cash balance. The Committee reviewed the cash position in relation to our Financial Policies, which call for the USCA's having enough cash to cover six months of our expenses. Our annual expenses are \$848,000. Half of that is \$425,000. Bernauer notes that the USCA needs to build our equity, but that our cash balance is reasonable.
 - c) Accounts receivable
 - (1) Dues: no significant dues outstanding for 2011-2012.
 - (2) USCA-WCF Stone Loan Program: all accounts are current.
 - (3) Accounts receivable: there are no problems related to collections.
 - d) Bernauer notes that the USCA's cash is invested in bank accounts. Interest rates are very low. The current interest rate on our High Yield Savings account is .25%. Bernauer indicates that an individual attending the committee meeting as a guest reported on an investment opportunity that could yield 5% to 8%. But because there is risk involved, Bernauer and Treasurer Silver will investigate the opportunity. No action will be taken without reporting to the Board.
3. 2012-2013 Budget. Treasurer Silver will present the 2012-13 budget proposal.
4. Bank Line of Credit (LOC). Bernauer notes that the USCA had a \$50,000 LOC that was guaranteed by a former board member. The Board passed a resolution to terminate the old LOC and initiate a new LOC for \$100,000. That has been done, and no personal guaranty is required.
5. Applications for WCF Construction Loans. Bernauer notes that we now have three applications, the first from Evergreen Curling Club, and two additional from Denver and Coyotes curling clubs. Silver will report.
6. Bernauer reports, in conclusion, that the USCA's financial condition is very sound. He notes that we have been building our equity, but will need to continue in order to reach the goal established within our Financial Policies.

B. Treasurer's Report (Silver)

C. Silver notes that the Treasurer's report is in Directors' Drop Box.

D. Silver reviews the information that was provided to the Board in advance of the meeting:

1. 2011-12 preliminary year-end
2. 2011-12 preliminary year-end balance sheet
3. 2012-13 Budget.

E. 2011-12 financial results' highlights

1. Silver reports that the dues income of \$425,860 was \$34,140 below budget.
2. He reports that the dues shortfall was more than offset by positive factors, including
 - a) \$9,000 in unbudgeted income from the Philadelphia National Championships.
 - b) \$3,915 above the budget from the Annual Appeal program launched in 2011-12.

- c) \$30,869 in matching funds from the USOC Challenge Grant. Silver notes that this wasn't match of Annual Appeal fund raising alone, but included other donations to USCA programs.
 - d) Silver notes that the USCA was \$14,318 under budget in direct line items for Member Services expenses. He reports that this under-spending is not viewed as a positive occurrence, and notes that the USCA has hired Kim Nawyn as Growth & Development Manager to lead initiatives in this area. The 2012-13 budget reflects the USCA's commitment to these endeavors.
 - e) The USCA was \$21,649 under budget in personnel costs due not being fully staffed for the full fiscal year.
 - f) Silver reports that in the past four years, the USCA has generated \$160,000 in net income. This has contributed to our equity position, our cash position, and our financial health.
 - g) Silver reviewed Sponsor Support for the USCA, citing non-USOC donors providing cash or Value-In-Kind donations, which totaled over \$230,000. Question: Do we want to include this list (there are donors that could be added)?
3. Silver reports that the USOC provides significant financial support that is not directly related to our performance funding and can be leveraged for general operations, including:
- a) \$85,000 Content Licensing Agreement
 - b) \$30,826 Challenge Grant
 - c) \$9,729 for Nationals web-streaming
 - d) \$5,000 International Relations Grant
 - e) Silver notes that the performance funding includes a meaningful allocation for staff overhead.

F. 2012-2013 Budget

1. Silver reviews the Budget Committee's makeup and budget development process.
 - a) He indicates that in the in the past, the Vice Presidents would develop the budget. Now the Budget Committee asks our COO to meet with staff to develop the budget to present to the Budget Committee. The Committee reviews the budget with a focus on the question: Are we spending the money on the right places? Silver notes that this is a more efficient process, and allows the Committee to focus on strategic initiatives.
 - b) The Committee brings a budget proposal to the Executive Committee for approval, and then the Board reviews and ratifies the budget.
2. Budget highlights
 - a) Silver notes that there was unanimous agreement that we need to be preparing for the opportunities afforded by the 2014 Winter Olympic Games.
 - (1) The 2012-13 includes a significant increase in the Growth & Development / Member Services budget for key initiatives. We have a new Growth & Development Manager and an intern in this budget.
 - b) The budget includes a new marketing effort focused on large sponsor relationships. We have contracted with Media Sauce to provide consultancy.
 - c) The budget includes a major commitment to building our communication channels:
 - (1) We will build a new USCA website in the next nine months

- (2) The *Curling News* will be revamped and refreshed
 - (3) There will be a new USCA mobile web application
- d) There is substantial new funding for Project 2018 focused on developing our future competitive athletes (USOC funded).
- 3. Budget challenges
 - a) The 2012-2013 budget proposal reflects not signing the proposed USOC Digital Media Agreement (proposed at \$50,000 per year for four years). The door remains open for us to enter into an acceptable agreement with the USOC, and we may be close to reaching an agreement.
 - b) Dues revenue is projected to be flat again.
 - (1) Based on discussions related to timing and implementation of a dues increase, the budget defers an increase until one is announced at the Spring 2013 meeting. At that time, it is the Finance-Audit Committee intent to definitively recommend a dues increase for 2013-14 as well as a return to the process of increasing dues incrementally every other year.
 - (2) In the interim, Silver notes that the USCA will continue discussions related to governance, and we have positive information about Growth & Development that Directors can take back to our regions.
 - c) We are providing \$10,000 incentive pool for our National Championships. Silver notes that the USOC wants the USCA invested in our championships, and that the Budget Committee had also considered investing in our Project 2018 program before deciding on the incentive pool.
 - d) The budget eliminates travel stipends for our national championships. Silver indicates that the potential negative impact of this change was balanced against the clear benefit of reallocating resources to higher priority USCA strategic initiatives. The following factors were considered:
 - (1) Our championships are a USCA asset – people get value from attending that is beyond the entry fee paid. They get more value than a travel stipend.
 - (2) The Budget Committee felt that the playdown entry fees generated could be better used to support the most significant strategic initiatives, including Growth & Development, and communication.
 - e) Silver notes that the Budget Committee is proposing a deficit budget. Our Financial Policies and Procedures include the Board’s running a deficit budget in advance of the Olympics. Silver indicates this is a short-term decision and is not sustainable long term.
- 4. Silver reports that Committee members, Directors, staff are often asked, “What happens to my dues?” And that the question is often accompanied by the perception that the dues “just goes to elite athletes.” Silver addresses this perception:
 - a) Dues = \$420,000
 - b) Costs for personnel, central office, *Curling News* = \$491,819. The \$44,000 in direct Member Services line items is just a small part of our investment in Growth & Development. If we’re looking at more funding for Growth & Development, we need sponsorship dollars. We need sponsorship dollars to support the initiatives that we consider important.
- 5. In closing, Silver asks Directors to please call him with questions.
- G. Questions and Comments.

1. *Question:* If we need general fund dollars, we should raise them from general fund income rather than eliminating national championship travel stipends. It feels that you were taxing one group to pay for other expenses. Will you consider a dues increase for the future? *Answer:* Yes, you can expect that we'll return to our dues increase schedule. Silver reports that he doesn't anticipate that the travel stipends will return, but indicates that the USCA will be looking for other ways to close our budget shortfalls.
2. *Comment:* The funding that the USOC provides to the USCA as an NGB is significant.
3. *Comment:* Vice President Member Services Lyons indicated that this was her first Budget Committee meeting. She credits Silver with guiding us through the process. She indicates that she is comfortable going back to her GNCC constituents and reporting that the USCA is investing in initiatives that are important.
4. *Comment:* AAC Chair Swisshelm indicates that in developing the budget, the Budget Committee recognized that the USCA was in a position to take advantage of the potential that the 2014 Olympic Winter Games will bring.
5. **Sjue moves / Lyons seconds approval of the 2012-13 budget proposed.**
Question: How are we doing in comparison with other NGBs our size with regard to athlete travel stipends? *Response* by COO Patzke: The majority do not pay travel stipends. *Response* by Director Flippo: Other sports don't provide stipends. Flippo fully supports the removal of travel stipends. He indicates that the Alaska Curling Association will assist their athletes. *Response* by Swandby: Swandby provides an example from swimming, which sanctions its meets. *Question:* How are other organizations raising funds? *Lepping* responds: We can do substantially better than we have. *Response* by AAC Brown: Brown offers an athlete's point of view. All of the USOC dollars are fantastic. We are grateful for the support of the USOC and the USCA. Part of the reason our entry fees are generating so much now is that they have increased. He notes that there are elite athletes who also are not receiving travel stipends, and indicates that if the marketing firm brings in sponsorship dollars, the many teams that do not get USOC funding that would appreciate some financial support. *Response* by Silver: Silver personally believes that the USCA should support our elite athletes. People want to give money to the USCA to support winning medals. *Response* by AAC Maskel: (1) The national championship travel stipends went only to athletes who received a certain level of success. That could be seen as an award, rather than a stipend. (2) The event may have value, but without athletes, there would be no event. The athletes bring value. **Motion approved (22), with two opposed.**
6. Lepping, a member of the Finance-Audit Committee, thanks the staff for work on the budget and for delivering a profit the past three years. He indicates that the idea of a dues deferral is fine, but he encourages the Board not to get into a mindset that does not increase dues on a regular schedule. We need the dues increases to maintain solvency. Lepping encourages the Board to contribute to the Annual Appeal.

X. Miscellaneous Items (Pleasants)

- A. Proposed Arena National Championship (Havercroft)
 1. Havercroft reports that he is requesting approval of an Arena National Championships.
 - a) Responses to a survey that showed strong support for the event.

- b) Over the summer the Arena Curling Committee solicited bids. If the event charges a \$400 entry fee, the event will be self-supporting event.
- c) The event is proposed to be:
 - (1) 4-day event
 - (2) 16 men's and women's teams
 - (3) Each region gets one entry. The fill is then completed the by random selection. All regions except Wisconsin and Alaska have arena curlers.
 - (4) \$400/team
- 2. Event is designed to develop competitive skills and to provide Member Services programming.
- 3. The Arena Curling Committee is requesting approval of site selection. Three sites have provided bids:
 - a) Fort Wayne, Ind. - \$135/hour. Will be able to run the event on entry fees collected.
 - b) Knoxville, Tenn.
 - c) Alexandria, Va.

Havercroft moves / Lyons seconds to sanction a USCA Arena Curling Championship, subject to approval of the budget by the Executive Committee.

- 4. Discussion:
 - a) Ideally, the money generated will support the USCA.
 - b) Participants must be dues-paying, league-playing members of an arena club.
 - c) One of the goals of the event is that it can be a developmental stepping stone for arena curlers wanting to graduate the Club Nationals.
 - d) *Concern:* We are excluding non-arena curling clubs.
 - e) Official name: USCA Arena Curling Championships
 - f) In the first year the proposal is that teams are chosen by lot. If a club submits both a men's and women's team, they will get priority.
 - g) Anticipate increasing the number of entries in the future.
 - h) First event is either June or July 2013 – perhaps second week of July, which is an arena-bonspiel free weekend.
 - i) USCA would provide medallions that would be covered by entry fee income.
 - j) *Question:* What USCA support do you anticipate? *Response:* Bringing a USCA icemaker in.
 - k) Treasurer Silver notes that the USCA will need a budget for the event that can be brought to the Executive Committee for review even if the event will be held in the next fiscal year.
 - l) *Question:* When can arena club members practice? *Response:* Most arena clubs operate during the summer because the ice is less expensive.

Motion approved with one opposed.

5. Havercroft moves approval of Fort Wayne, Ind., as host site for the USCA Arena Club Championship for the next three years.

- a) Havercroft notes that this is an excellent site, with a hotel on-site, three pads of ice, and rooms for programming. We can expand the event. They offered a three-year contract with price lock-in. We can take a one-year contract, but if we don't sign for three years, they won't get a block grant to help support the event. However, if the event fails, we won't be penalized for breaking a 3-year contract.

- b) *Comment:* All three bids offered comparable facility rental rates.
- c) *Comment:* There is a lot of excitement that is generated by moving the event around. There has been concern expressed about travel distances.
- d) *Comment:* Ideally, one team from every arena club would compete.
- e) *Comment:* The aggressive bid from Ft. Wayne for three years doesn't mean they wouldn't offer the same rate in year two if we go with a one-year contract.

Havercroft withdraws his motion. Beadle moves/Hagenmiller seconds to award the 2013 USCA Arena Curling Championship to Fort Wayne, Ind. Motion approved.

- B. Report on new clubs – DEFERRED UNTIL SUNDAY. President Pleasants notes that he will be asking for approval in principle for WCF construction loan applications of Denver and Coyotes.
- C. Silver reports on the purchase of rocks by Four Seasons Curling Club in Blaine, Minn., via the USCA-WCF Stone Program. The Four Seasons Curling Club came to an agreement with Kay's to purchase six sets of stones, and then investigated the options offered by WCF. They must become a USCA member club within one year; they have already begun that application process. They will have the same terms as other clubs in our Stone Program. They will work directly shippers. **Silver moves / Stannard seconds approval of the USCA – WCF transaction for six sets of stones, subject to terms and conditions similar to those of our other stone program agreements with clubs.** These will be new stones; we have four sets of refurbished stones in the office. The total cost is \$51,000+. The advantage to Four Seasons is that they can pay off an interest-free loan over a period of time. **Motion approved.**

XI. COO Report (Patzke)

- A. Patzke notes that his COO report is in the Directors' Drop Box.
- B. Patzke reviews the work done by central office staff – Leurquin in event registration, Robinson in accounting, Hering in administrative support. He notes that Kolesar and Nawyn have reports in Drop Box and will be reporting later in the meeting. Derek Brown is at a high performance camp in Rice Lake. Scott Higgins has been developing sport education materials, and will be at Nutmeg Curling Club that could become a template for future events.
- C. Patzke reports that the USCA National Championships will be returning to Philadelphia, Penn., in 2014. He indicates that the office has received several bids that will be good prospects for 2015. Green Bay, Wis., is hosting our 2013 Nationals.
- D. Patzke points out that there is a contest for an event in Las Vegas, Nev., on our website. He thanks Director Nick Kitinski for organizing the event.
- E. Patzke reports that the USCA is working on bringing the 2014 Continental Cup to Las Vegas.
- F. The 2013 Olympic Trials will be in Fargo, N.D. We have live television plans finalized with NBC. The live coverage will be reserved for playoffs and finals, however, the finals may not be live, but they will be televised.
- G. The *Curling News* has undergone a major transformation. October 4 it will be in people's mailboxes. Kolesar reports:

1. Kolesar is very excited about the new magazine format. She thanks staff for their help and support. The first issue is dedicated to Frank and China Rhyme. The cover announces our inaugural Volunteer of the Year award.
 2. Kolesar reports that the entire issues will now be in full color, and that the new format offers the opportunity to do feature spreads.
 3. Kolesar provides a sneak peak of the first issue – which is received with applause!
 4. Patzke thanks the board for investing in this. He notes that a mobile app will be available for each issue. The first mobile app issue is free for everyone. Subsequent mobile issues will be for members only.
- H. Patzke reports that the USCA has budgeted \$20,000 in income to be generated by a National Hockey League charity event. Our first event is with the New York Islanders and has two prospective dates: one early December, one early January. We've engaged the Long Island Curling Club to be part of the event; the club will get promotion and exposure. The USCA and the New York Islanders will benefit. This is a template for fund-raising events. Patzke has received a call from a gentleman in Hawai'i who is interested in replicating the event in Hawai'i.
- I. Sponsorship Development.
1. Patzke reports on work being done with Media Sauce, the marketing agency the USCA is hiring to assist with sponsorship development. Patzke provided the agency with the information gleaned from the marketing work done in previous years. Media Sauce came up with a shift in our branding. The essence is that it embraces who we are: not slick, untouchable venues – it's the Midwest, homespun, a little bit quirky, not overly serious.
 - a) Patzke shows samples from the 45-page presentation deck that Media Sauce developed. He describes the assets for sponsors, branded tools that a sponsor could get behind, contests (Fargo Fandango), use of celebrities from other sports, and other creative approaches Media Sauce has suggested.
 - b) Patzke notes that VP Operations/Marketing Carlson also met with Media Sauce. Carlson describes the firm as being very enthusiastic, creative.
 2. Patzke notes that he has been contacted with a throat lozenge company about becoming a national sponsor, of being curling's official throat lozenge.
- J. Patzke reports on NBC's Gold Map program, which they are going to advertise during the Winter Games. There was lots of interest generated by the Summer Games Gold Map – and it's anticipated that Winter Games will generate even more!
- K. Growth & Development. Nawyn reports.
1. Nawyn reports that Growth & Development is focusing on four general areas to address the anticipated 2014 interest in curling:
 - a) Upgrading our certification programs, including creating an improved instructor program.
 - b) Creating a guide for effective membership recruiting and retention programs, leveraging programs that already exist and that clubs can use.
 - c) Creating resources for emerging clubs.
 - d) Developing a communication strategy for Growth & Development and Member Services areas so that USCA gets credit for the great programs that it has.
 2. Nawyn reports that the USCA will be administering \$20,000 in Darwin Curtis grant awards to clubs. The USCA has received 24 completed applications from established

dedicated curling clubs and arena clubs, and from one nonprofit organization that supports curling clubs. All the initiatives had to support the growth of curling, whether they be programming, or bricks and mortar. Grant proposals' focus had to be recruiting and retaining curlers. A task force of five people thoughtfully evaluated the applications, and met via numerous teleconferences and email correspondence. They have made recommendations to the Chicago Community Trust. Nawyn indicates that the USCA expects to receive confirmation of the awards from the Trust in September, and at that point Nawyn will notify all applicants of the results. Nawyn indicates that the USCA will highlight the clubs who are getting grants, how they use it, and the impact of the grant in the *Curling News* following completion of the grant cycle in 2013. Nawyn reports that the grant proposals from clubs were amazing – and she would like to explore other resources that could be put toward providing clubs with grants. Because the application is in the hands of the Chicago Community Trust, the committee is not releasing information about the applications that they brought forward for approval. This is a three-year trial program for a once-a-year grant program.

3. Nawyn reports that other initiatives and activities of Growth & Development included:

- a) Seasonal mailing to clubs
- b) Responding to public inquiries
- c) Responding to club development inquiries
- d) Visiting curling clubs
- e) Overseeing the USCA-WCF Stone Purchase Program
- f) Working with Junior Camps, with a focus on safety issues
- g) Collaboration with the USCA's Sport Education Program, and piloting an adult education program
- h) Aligning the USCA with the USOC Training Program for Coaches

4. Nawyn notes that the USCA has budgeted for a Member Services intern. She indicates that, through an application process that was both national and local, we were able to secure an intern who is a third-generation curler majoring in communication.

XII. Governance Task Force (Pleasants, Carlson)

Pleasants reviews the history and work of the Governance Task Force (GTF). He notes that the USOC funded our engagement of a facilitator, Dale Neuberger, who assisted the GTF delineate their vision for the USCA. Pleasants notes that the initial report of that meeting was presented on Friday evening (September 14), and distributes a second report that included suggestions captured at the evening meeting.

A. Report and recommendations of the Governance Task Force **[See Appendix: Governance Task Force report to the Board]**

1. The Need for Change.

- a) Our current governance structure is old. It was created before the USCA became a USOC-recognized National Governing Body (NGB).
- b) The USCA is an NGB. Neuberger reviewed the responsibilities and requirements of an NGB. Neuberger presented the USOC perspective as venture capitalist that works with 45 NGBs competing for limited resources. When the USOC deals with an NGB, they want to know who and what they are dealing with. They want assurance that the High Performance Program is properly organized and

supported by the NGB. The USOC doesn't have stake in how large the board is, or how it's composed. They can give us best practices ideas and resources. Our focus needs to be: What is the best governance practice for our organization?

2. Staff Authority. In our bylaws there is one paragraph/sentence related to the CEO. Our current governance structure has a very weak CEO. Is that good governance? The GTF didn't think so. The best governance is where you have an executive branch that has operational authority.
3. Members Meeting. The Members Meeting has very little to do, other than occasionally making a by-laws change. Historically we did not have 20% athlete representation – which is a requirement of NGBs.
4. Board of Directors. Our Board of Directors is an operational board. The best Board is a policy-setting board – a big-picture board. Our current board is an operational board combined with an under-tasked membership and an under-authorized CEO.
5. What the USCA should look like:
 - a) *20% athlete representation*. The details of how the athlete representation will be carried out are not yet finalized. The AAC will be working on recommendations.
 - b) *Members' Assembly*.
 - (1) The Members' Assembly will be a resource for operational volunteers with expertise who will work under the direction of the staff. We have untapped potential.
 - (2) We intend to have seminars similar to our Member Services seminars associated with the Members' Assembly so that delegates and others will find value in attending.
 - (3) Delegates will be representatives of clubs or, if a club chooses not to attend, the club votes will default to their regions.
 - (4) The meeting will be moved around to increase participation.
 - (5) We want the clubs to get to know the USCA. Board members are sincere people who want the best for our organization. This will help with communication.
 - (6) The Members Assembly will also be fun. The governance change might make things more enjoyable. We could hold it in conjunction with a really big bonspiel.
 - (7) The Members' Assembly would also be electing some members of the Board of Directors – the National members of the Board of Directors. This is a chance for members to vote and have a voice.
 - (8) The Members' Assembly will continue to be the ultimate authority on bylaws. This may be the most important change to the GTF's earlier proposal.
 - c) *A professional high performance program (HPP)*. The HPP is accountable to the USOC. The Director of High Performance reports to the CEO. The CEO reports to the Board. But it is not a winning strategy for the Board to be able to direct the operations of the High Performance Program. We affirmed our commitment as a matter of policy and long-term competitiveness to determine world teams through competition, and for self-formed teams having a reasonable path to national competitions leading to worlds.
 - d) *Staff Authority*. "COO" will change to "CEO." The CEO will have authority over forming committees, except that the AAC will select the athlete 20%

representation. Pleasants give examples of how the Board is already moving in the direction of increased staff authority. Site Selection is one area. Event registration is another.

e) *Board.* The Board will be a Policy-making board. They will be involved in strategic planning. They will be responsible for the hiring/firing/evaluating CEO. The Board will have responsibility for the budget, which the staff presents to the Board. There's a lot of policy-making and prioritizing in the budget. The Board needs to enhance our financial well-being. We have untapped potential as an Olympic sport for sponsorship.

(1) Board composition.

(a) We will identify skill sets that we need that people who are not curlers can fulfill. They will need to care enough about curling to be willing to donate their time and efforts.

(b) We are working on the details of the Board composition and numbers. We have reached consensus that the Board will have regionally-elected and nationally-elected directors. Nationally-elected directors bring a national perspective; regionally-elected director assure diversity. However, once someone is elected to the Board, you need to be working for what's in the best interest of the USCA rather than a specific region.

f) Pleasants asks directors to communicate about governance issues with their states and regions and clubs. He admonishes that whatever Directors take back with them, it's up to them to make this happen. He indicates that the governance changes are not made yet – there's time for input. But, once the GTF receives feedback, the Task Force will continue its work to develop a new set of bylaws.

g) Pleasants thanks the GTF, Dave Carlson, as well as people who came from the areas who voted "no." He expresses the hope that, through the process being used, all feel they have been heard. Directors need to explain the need for change and the changes being proposed.

h) *Question:* When would a new set of bylaws be available? *Response:* The deadline for providing responses to the on principles set forth by the Governance Task Force is December 1. Then there will be a meeting of the GTF. The goal is to have a new bylaws draft that can be circulated completed by end of January. We have an absolute deadline of 30 days before the spring meeting, but the goal would be to have it out sooner because it's a big issue.

i) *Question:* Worst-case scenario, we don't get this done. How will the USOC react? *Response:* The USOC is not unhappy with our progress – it's our own internal desire to move forward.

j) *Question:* Is the Members, Assembly envisioned as an annual event? How many days would it last? *Response:* It is envisioned as an annual event, with a schedule similar to the Board meeting schedule.

k) *Question:* How should we provide feedback? *Response:* Email is fine.

l) *Question:* Would they have to physically be there to vote? *Response:* We don't anticipate regions won't send a representative.

m) *Question:* Will clubs have to give their votes to their state/regional association? Or could they give the vote to another state/region? Or could they withhold their vote? *Response:* The details haven't been fully worked out.

n) *Question:* Would there be any limit on the number of people a club could send as delegates? *Response:* Each club would have one delegate, but we hope more than one person would come.

o) *Question:* Could a region split the vote? *Response:* That is to be determined.

B. Pleasants requests a resolution of support for the path forward – a vote of confidence. He indicates this request is not a binding vote on the final product; it would be a resolution supporting the principles outlined in the Governance Task Force Report to the Board, so that the work on governance can progress. **Maclean moves / Lepping seconds approval in principle the principles set forth in this document. Motion approved unanimously.**

[See appendix: Governance Task Force Report to Board]

VP AREA REPORTS:

XIII. Member Services (Lyons) *[see Appendix: Growth & Development Report]*

A. Lyons reports that this is an exciting time to be involved with Member Services. She notes that most of the reports are in Drop Box.

1. *Volunteer of the Year Award.* 10 applications. Two were eliminated as incomplete. The decision was difficult. Lyons thanks Jerome Larson for starting this process. He developed the award and donated five years' worth of the trophies.

2. *College Curling.* Lyons recognizes Maclean for his work in College Curling. The focus has changed from invitations to teams to invitations to colleges. In the future the berths will be competitive.

3. *Arena Curling.* Lyons thanks Jonathan Havercroft and the Arena Curling Committee for their work on development of an Arena Curling Championship.

4. *Communication.* Lyons emphasizes that Board members are the USCA – and the Board needs to focus on communication.

a) Several things that will help our communications are our new 32-page *Curling News* and digital applications.

b) Members do not know USA Curling staff. Lyons offers the suggestion that USCA staff arrive at events a day early to meet with constituents in a town hall meeting format. Lyons feels that the USCA could reap benefits from this increased visibility.

c) If a national event is held in your area, Directors need to make an effort to attend. Carlson notes that officers and directors do represent the USCA at events, once we know where the sites are.

5. *Privacy.* Lyons reports that members are reluctant to provide email addresses because the USCA rents the lists to curling clubs, sponsors, curling vendors. The club Lyons belongs to will not provide email addresses if the list is to be distributed. Robinson reports on the current list rental policy. Patzke indicates that when a USCA sponsor asks to distribute materials to the membership, the USCA sends the actual mailing so that the members' email addresses are not provided to the sponsor.

Comment: If the USCA could assure members that email addresses would be protected – that email addresses stay within the USCA – that would alleviate clubs' concerns.

Comment: Members complain of lack of communication. How can we communicate without email addresses?

B. College Curling (Maclean) *[see Appendix: College Curling report]*

1. Maclean reports. College Curling a site selected for the major college curling event: Duluth (Minn.) Curling Club, the weekend of March 8-10, 2013. Maclean is hoping for Broomstones in 2014. He notes that this is not a USCA-sanctioned event at this point. The name of the event is the U.S. College Curling Championships.
 - a) Maclean has developed nine pages of event guidelines. Selection will be merit-based.
 - b) Clubs that host events will earn points.
 - c) The country is divided into five regions. The “everybody else” region will get points for participating in their community clubs and non-college curling bonspiels.
 - d) A college can host an event with a club that is not their normal club – for example, Nutmeg could host a Yale bonspiel.
 - e) In the future, students would be required to be members of a college/university school.
 2. The Committee has four non-board members, three board members, and would welcome athlete participation.
 3. The Committee is working on long-term strategic goals toward NCAA recognition.
 4. College curling has a website: www.collegecurlingusa.org
 5. College Curling’s Facebook page is: U.S. University Club Varsity Curling.
- C. Growth & Development (Nawyn)
1. Nawyn adds to the information she provided during the COO report, noting that strategic planning will continue to be a focus of Growth & Development.

President Pleasants adjourns the Board meeting at 5:35 p.m.

President Pleasants reconvenes meeting on September 16, 2012 at 8:02 a.m.

Secretary Havercroft takes the roll and confirms that a quorum is present. *Absent: Clark, Gemmell, Hatch, Johnson, Kitinski, Pottinger.*

XIV. AAC Report (Swisshelm)

- A. Swisshelm notes that it is difficult for AAC members to attend the fall board meeting due to competitive schedules, and thanks Maskel and Brown for attending. She expresses hope that the USCA Board will consider changing the scheduling of meetings so that AAC Directors can attend.
- B. The AAC will be holding elections soon. The USOC-AAC representative position is up at the end of the summer quadrennial. The first meeting of the newly-elected representatives will be in April.

XV. Hall of Fame (Maskel)

- A. Maskel reminds Directors that nominations remain active for a three-year period, and encourages Directors to submit additional nominations. He reviews the application process and documentation needed by June 1, 2013.
- B. Ballots are distributed to voting Directors.

XVI. Approve Minutes of Previous Board Meetings (Pleasants)

- A. Board of Directors Meeting, April 21 & 22, 2012

Lyons moves/Swisshelm seconds approval of the minutes of the April 21 & 22, 2011, Board of Directors meeting. Motion approved.

XVII. Ratify the actions taken by the Executive Committee (Pleasants) [see Appendix: Executive Committee Meeting minutes]

- A. May 30, 2012 (Coach Working Group email vote)
- B. June 18, 2012 (Athlete of the Year email vote)
- C. July 31, 2012 (FY13 Budget teleconference)
- D. August 17, 2012 (Coach of the Year email vote)
- E. September 5, 2012 (2014 Site Selection email vote)

Carlson moves/Swisshelm seconds ratification of the actions taken by the Executive Committee at their meetings of May 30, 2012; June 18, 2012; July 31, 2012; August 17, 2012; September 5, 2012. Motion approved.

XVIII. Competitive Programs (Beadle) [see Appendix: Competitive Programs Report]

Beadle notes that he is making this report on behalf of Director of High Performance Derek Brown.

A. High Performance Program Teams and Athletes

- 1. Women qualified for the Olympic Trials: Allison Pottinger and Cassie Potter are now in the Program. They attended a high performance camp at Rice Lake (Wis.) Curling Club.
- 2. Men: The Heath McCormick and Pete Fenson rinks are in the Program. They were also at the camp at Rice Lake.
- 3. Beadle provides information about recent competitive successes of teams in the High Performance Program, as well as teams that are not in the HPP.
- 4. Beadle reports on teams in the Project 2018 program.
 - a) Adult teams
 - (1) Alexandra Carlson rink also qualified in Fort Wayne.
 - (2) Becca Hamilton rink has been participating in camps.
 - b) Junior Teams
 - (1) Korey Dropkin rink made finals at Fort Wayne event.
 - (2) Christensen and Solem teams are also participating in competitions.
 - c) Individuals
 - (1) This year the High Performance Program is providing travel-training funding to individual athletes who are members of competitive teams. These individuals will have camp opportunities, access to strength and fitness training, access to coaching advice, and a USCA discount for BalancePlus equipment.
 - d) Beadle notes that the selection of Project 2018 teams and athletes was an open process.
- 5. Beadle reports that there are now 60 athletes in our High Performance Program. Athletes praise the Program for its professional approach.
- 6. Beadle reviews the expectations for our Program athletes.

B. Coaching

- 1. Beadle reports that a portion of the USOC's funding allocation for 2012-13 is allocation for an additional National Coach. The position has been filled by Al Hackner. Hackner is a nine-time Brier competitor, two-time Brier winner, two-time

World champion. *Question:* What was the selection process? *Response* by Patzke: This has been a lengthy process.

2. Beadle reviews the National and 2018 Program coaches.
3. Beadle notes that Scott Higgins is Director of Sport Education and reports on some of his activities.

C. Staff Highlights

1. USOC Summit – Director of High Performance Derek Brown and Director of Sport Education Scott Higgins attended the Summit.
2. Sochi visit – Director of High Performance Derek Brown and Director of our Wheelchair Program Outreach and Development Marc DePerno participated in a site visit to Sochi, Russia.

D. Challenges

1. We need to do well at Men's Worlds, or we will face a challenge to secure an Olympic berth for Men's Curling.
2. Teams are facing struggles getting into events in Canada. The spots for the Slam events are allocated by the ranking points. Swisshelm notes that each women's Slam event has its own criteria, but each includes being in the Top 24 as one criterion. This week Canada changed the criterion to "Top 24 Canadian teams." There are two sponsor exemptions. The other six spots are typically given to local teams. Initially the Slam events were disconnected from the CCA, however that is no longer true. The impact is that next year U.S. teams will have no access to the Canadian Slam events unless one of our teams wins everything. The High Performance Plan will need to address this. Beadle notes that we use Order of Merit in various parts of our program. Derek Brown notes that the men's teams have been out of the Slam events for a while. We do have several teams that may qualify under the old qualification criteria. U.S. men are within striking distance this year, unless the Men come under the same rules as the Women. Beadle notes that there are now more points allocated to U.S. teams for their success at our Nationals. Over time we are hoping to be able to get more points for our Nationals team, but on the front end here we definitely need to work with the CCA and the WCT because the new rules are hurting our program. Beadle notes that the fields for the men are different, and we're a number of months away from the first Men's Slam, but we haven't heard whether the criteria will change.

E. World Team Preparation (Legacie)

1. Beadle notes that World Team Prep is under the auspices of the High Performance Program.
2. World event sites for 2012-13:
 - a) Sochi, Russia – Junior Worlds and Wheelchair Worlds
 - b) Riga, Latvia – Women
 - c) Victoria, BC, Canada – Men
 - d) Fredericton, NB, Canada – Seniors and Mixed Doubles
3. Beadle reports that we have team leaders to run team meetings at the Men's/Women's and Juniors, but we may need some help for Seniors and Mixed Doubles.
4. Beadle indicates Legacie thanks the staff for all of their work with World Team Prep.

5. Beadle notes that Legacie continues to work with World Team Prep and urges anyone who has ideas, concerns, comments to please contact Jan, or Dawn Leurquin at the USCA office.
 6. Legacie introduces a sample of a new tie that uses our new logo and notes prices. Legacie asks Directors to please send comments to her or to Leurquin.
 7. Legacie shows some posters that a curler/photographer from North Dakota created to promote curling.
- F. The Continental Cup teams are the Allison Pottinger and Heath McCormick rinks. The Continental Cup is part of the High Performance Program.
- G. As part of Rice Lake Camp, the 2018 Program teams are playing for a berth at Junior Nationals.

XIX. Marketing and Operations (Carlson) [*see Appendix: VP Operations*] [*see Appendix: Director of Communications Report*]

- A. By-laws/Governance (Carlson)
1. Pleasants notes that for the members of the GTF, there is some USOC funding to cover the extra hotel day's cost, and directs those members to send reimbursement request to Sandy Robinson, Controller.
- B. Revenue Development
1. *Annual Appeal.*
 - a) Carlson reports that the continued major focus for revenue development on an annual basis is the Annual Appeal.
 - b) Silver acknowledges the people who have worked on the Annual Appeal, and commends Peggy Hatch for marketing and creative work.
 - c) Silver notes that we now have a searchable database of donors since 2008, thanks to Leland Rich, who built it from scratch and pulled all the information together.
 - d) Silver provides a recap of the 2011-12 Annual Appeal. We sent a simple mass mailing to all curling households. We then sent personalized solicitations to larger donors who'd not yet contributed. We budgeted for \$17,500 in donations, and exceeded our budget by \$4,000. We raised additional funds after the London Olympic Games. Our email database is larger than our mailing address list. The return on the dollars invested was very good (3:1).
 - e) The Annual Appeal has been successful. The plans to make it even more successful are underway. We have a new Annual Appeal draft package [draft handed out to Directors]. This year's package will be simpler. It is a letter from Leland Rich, and the appeal is built around the USOC Challenge Grant and volunteers. It leverages the concept of volunteerism and the USCA's key initiatives. This letter will go out with a donation card.
 - f) A key question: How can we do better this year? How can we use our database to get the right message to the right people? Step 1: We are developing an electronic package that will be designed to be personalized by each director and, using our database, gathering email addresses from Directors' clubs and regions. This will be easy. If there are 10 names on the list of who gave \$100 four years ago but haven't donated yet this year, give them a call. Or contact your clubs and ask

them to contact their members. We want to deliver something to Directors at the same time as or soon after the mailing goes out.

g) Something each person can do now: Use peer-to-peer donation platforms. You can put something on your Facebook page with a message that says, "Help me support USA Curling – please donate."

h) We don't have a sustaining, pledge or automatic credit card draw program yet, but we are discussing those ideas.

i) Lepping thanks the Board for their participation in the 2011-12 Annual Appeal. Lepping asks Directors to support the 2012-13 Annual Appeal. He notes that we didn't quite reach 100% participation in 2011-12, and expresses hope that this year we will. Lepping notes that there will not be a pin given to donors. Silver notes that in the package that goes out this year, we will include either a decal or window cling with a message on the envelope that alerts people that it's inside. We may offer people the opportunity to purchase a National Team pin, and note that in the letter.

j) There was discussion of the draft letter.

2. *Challenge Grant from the USOC.*

a) The USOC Challenge Grant offers a \$50,000 match for new donations received through 12/31/12. We need to raise an additional \$15,000 by 12/31 in order to reach our \$50,000 goal.

b) The USOC has liked what we were doing, and has offered a \$35,000 for 2013. We must raise the full \$35,000 before any USOC match will be given. We may have a budget timing issue. We have \$15,000 in our budget for 2013 Challenge Grant income, but because the rules call for raising the full \$35,000 in order to receive any match, we'll either have a \$0 or a \$35,000 match by the end of the fiscal year.

c) Silver reports that the USOC has been "awesome" to work with. We have access to all of their fund-raising expertise.

3. Patzke reports on *other fund-raising efforts.*

a) The Las Vegas contest opportunity continues.

C. Human Resources (Swandby)

1. Swandby notes that Patzke reports on the staff at the HR Meeting.

2. An intern has been added to our staff this year. He will share the conference room in the Stevens Point office with our Director of High Performance.

3. Swandby reports that USCA does not have a retirement program. The TSA we had is no longer compliant with tax laws. We are setting up a 403(b) as an alternative. There is currently no USCA match, but the USCA can consider that in the future. This would save employment tax for the USCA.

4. The committee is reviewing the USCA's employment handbook, which was last updated in 2008.

5. Swandby compliments the staff for their hard work and efforts.

6. Swandby notes that the HR committee met with staff about the proposed governance changes.

7. Swandby notes that the HR committee will be coming to Stevens Point to conduct the COO evaluation.

8. Carlson also thanks staff.

D. Athlete Curler Recognition (Maskel)

1. Maskel reports that the Hall of Fame ballots have been tabulated and that Jon Mielke has received sufficient votes to be added to the Hall of Fame. Maskel asks that Directors please keep that news confidential until Maskel has contacted Mielke. Once that is done, there will be an announcement on the USCA's website. Swandby notes that there is typically an induction ceremony. Maskel indicates that there is no set procedure, but the USCA has tried to meet the honoree's wishes on how this will be handled.

E. Media (Kolesar)

1. Kolesar notes that her report is in Drop Box.
2. Kolesar reports that the Las Vegas contest ends Tuesday. We've received about \$1,200 in contest donation. Kolesar thanks Nick Kitinski for Las Vegas Curling Club's donating that spot in the bonspiel. She urges Directors to reach out to people they know to encourage them to support the contest.
3. Kolesar reports that the USCA had two young curlers who auditioned for a spot on a Nickelodeon show.

F. Digital Media Agreement with the USOC. Patzke reports.

1. The Digital Media Agreement is what the USOC is putting forth to replace the current Content Licensing Agreement. The new proposal is for digital rights. The initial proposal was very restrictive to the USCA. We discussed this during the Budget Committee and elected not to include turning our digital rights over in our budget. We did not close the door on having an agreement with the USOC – we continue discussions. Patzke brought the changes that the USOC has made to the Executive Committee.

- a) At the time of budget development, the USOC had not committed to web-streaming our National Championships, so we put \$15,000 in our budget. Last week the USOC offered support over the course of the contract for production of new events.
 - b) If we reach an agreement, the USCA will need to go on the USOC's web platform. We cannot do any advertising on the USOC's landing page. But we can, one click away, have a link to a USCA page that holds a sponsor link.
 - c) The USOC people we've been working with have told us they want to continue to work with us on reaching an agreement.
2. Silver notes that, if we sign a contract, we would have guaranteed annual revenue for the life of the contract. We would get \$200,000, plus support for event production that will have related expenses. If we sign the contract, we would not have the website update costs that are in our 2012-13 budget; the USOC would also cover the cost of broadcast liability insurance (we currently pay \$2,500 per year).
3. This is a 4-year contract. Patzke recommends that the Board seriously consider this option, and that we continue to pursue agreement with the USOC.
4. *Question:* If we give up our website, is there anything else that the other platform does for us that we need to continue to do? *Response:* It will probably save our Internet site host provider money.
5. *Question:* If we go with the USOC website and then want to return, will the host support sponsor still be available? *Response:* Yes.
6. *Question:* Do we control the content? *Response:* Mostly. We can still do the kinds of platform work proposed by Media Sauce.

7. *Question:* Can we do the webstreaming? Are they going to limit what can be shown, based on how we show our sponsors? *Response:* Anything that we are going to webstream has to be placed on the USOC website. We can put our sponsors on scoreboards, rinkboards, and we can put sponsors in the ice and the USOC won't block them out. *Question:* Could our commentators say their names? "This end is brought to you by RAM." *Response:* That's a good question. We discussed the graphics. Silver notes that we have to balance the opportunity for sponsor against our guaranteed income. Sjuue notes that the Canadian events have bumpers with sponsor information.
8. The USOC contract is a tiered structure. The more hits we bring to their website, the more money we would receive. We would want to make sure that they're starting us at the \$50,000 level, in case we don't get our website ready immediately.
9. Silver noted that we currently get no web advertising income. The concern initially was, if we're seeking large sponsors, what can we give them in return? This new proposal is substantially different than the initial proposal.
10. Carlson indicates that he was on the Budget Committee and that what has changed this to make it more attractive are the event production funding available; and that while we lose the initial website sponsor exposure, we have the next one step removed (from the home page) of website recognition still available. When we initially looked at this, we had to take into account our track record of attracting sponsors. This proposal offers \$50,000 per year for four years, plus opportunities to attract sponsors.
11. *Questions:* When NBC does their broadcasting they offer viewing packages. Will there be a conflict with the USOC? *Response:* We retain the broadcast rights, but we would have to facilitate discussion with the USOC regarding webstreaming.
12. *Question:* Twelfth End is trying to get production for regional events or Club Nationals. Can they do this? *Response:* If it's a USCA pipeline event, the first rights go to the USOC. They want the eyeballs and their sponsors associated with it. There is a big gap between the 50,000 unique visitors and the next tier of 250,000. Twelfth End would need to handle sponsor recognition through in-ice opportunities.
13. *Question:* How much vetting does the USOC have over content? *Response:* We have to live within the limitations of their website. We are limited in design – we have to prioritize what we want to highlight. With our current host sponsor our website would be similar to the WCF's, which is also done by this sponsor.
14. Kolesar notes that we will lose a little identity. AAC Brown notes that he has gone onto the USOC platform, and agrees that we will lose identity. AAC Brown indicates that while he is hesitant to lose the \$50,000, the identity must be considered.
15. *Question:* If we turn this down now, will it be available next year? *Response:* No. We discussed a possible hybrid, but that option is not available to us in format that would be workable.
16. *Question:* Are there others that haven't signed? *Response:* Nine NGBs have signed, another 10 may.
17. Patzke points out that we have \$42,500 of revenue from the final installment of our Content Licensing Agreement with the USOC in our budget this year, and without signing the new Digital Media Agreement, we will have \$0 for the coming years.
18. *Question:* Will the webstreaming quality be the same for events other than the Nationals? We were able to do this other webstreaming because the USOC wasn't interested in those events. *Response:* Theoretically all of those events were to be

webstreamed on the USOC site. The event signs an agreement with the USCA, and we want them to honor our event agreement because that impacts our agreement with the USOC.

19. *Question:* Once you get to the USCA landing page, can you bookmark the USCA site? *Response:* Yes, but it doesn't help with the count for the USOC, which is the count that affects the tier we are placed within for revenue purposes.

20. *Discussion:* Patzke notes that this has been a topic under discussion for some time. Sjue notes that he views this as a CEO decision. GNCC McCartney notes that we are where we are today because we are an Olympic sport, and that most members have accepted the benefit of being an Olympic sport. McCartney indicates that the USOC has been good to curling, and we should be good to them in return. Patzke notes that we have told the USOC that we understand their need to provide value to their sponsors, and that we benefit from the USOC funding that sponsor dollars provide.

21. *Question:* What are the risks? *Response:* Silver indicates that we don't have sponsors that will be lost. What we're getting is a guaranteed stream of income.

22. *Comment:* One of the things that is lost is "USCA." If people Google "USCA," they won't find it. Would we be less likely to be found? *Response:* That was a primary concern. They would still get to the USCA's home page – but our sponsors would be one click away.

23. Kolesar notes that it would be good to find out if the USOC would be willing to mirror our name.

24. Anderson notes that there is a legal issue related to "USA Curling" and "United States Curling Association." The Board of Directors is of "United States Curling Association."

25. *Question:* Will this alienate the members who are not competitive curlers, the grassroots? *Response:* Swisshelm asks: What do we want on our website? Our current website is difficult to navigate. With the USOC platform, we create the tiles and have an opportunity to connect the "learn-to-curl" with the Olympics.

26. Pleasants indicates we could vote to give Patzke the final authority. Swandby notes that we won't lose a great deal of identity or control, but the funding is worth considering. Pleasants is not confident that we could replace the \$200,000 plus the production support if we do not sign the agreement. Swisshelm: The contract is 4 years. In preparation for the Games, the USOC will be well-prepared for the traffic, and in two years we'll see how well it works for us. Nawyn: The Growth & Development survey results indicate that members want a website that is more sophisticated.

27. *Question:* Will this be easy and effective for you, Growth & Development Manager Nawyn and Director of Communication Kolesar? *Response:* Yes (from both).

28. The transition to the new website will take many months. It will be developed off-line. The timing is difficult from the USCA's schedule.

29. Silver indicated we've received a verbal overview. **Silver moves/Coleman seconds: We should convey a verbal response to the USOC that in principle we would like to proceed, pending review of the contract offered.** The Executive Committee would review the contract. **Motion approved.**

XX. Championships (Williams) [see Appendix: Event Services Manager Report]

A. Rules & Officiating

1. *Securing Officials.* Williams notes that one of chief duties of this Committee is to secure officials. Officials are all volunteers. We give assignments to apprentice Level 3. The committee makes recommendations to the Championships committee, which approved the recommendations. Those can now be posted on the USCA website.
 2. *Advancing Level 3 officials to Level 4* (Bill Forsythe and George Phillips). We have written requirements to meet every level. Level 4 concentrates on international experience. It is inappropriate to advance the status based on international experience because that experience is contingent on invitations from the WCF and/or who an official knows.
 3. *Rules book reconfigured.* Leurquin has reconfigured the way rules information is communicated and formatted.
 - a) The list of sites and contacts has been pulled from the rules book, and is now posted on the website.
 - b) The size of the rule booklet has been reduced to make it “pocket-friendly.”
 4. *Three-person teams.* We allowed some teams to begin competitions with three people. The Committee has agreed to relax the requirements so that that is allowed. They are still required to register four. This does not apply to Mixed. The host clubs’ providing substitutes applies to Mixed.
 5. *Junior Nationals residency determinations.* The committee discussed the topic of Junior Nationals’ determination of how a team’s residence is defined if they are college students. We will probably continue to receive Requests for Rulings about this issue.
- B. Team Meeting length. The head officials are encouraged to prepare remarks so that the length of the meeting is controlled. We are going to ask Head Officials to send their prepared remarks to teams in advance and to keep the team meeting short.
- C. Post-round robin advantages for the page. As far as possible, we mirror the WCF rules, however, the WCF handles post-round robin advantages differently than we. Williams noted that the WCF sometimes changes its rules.
- D. Pre-game practice. We shortened the pre-game practice to preserve the ice. The WCF offers nine minutes of practice, so we are changing our pre-game practice from six minutes to nine. *Question:* If the ice isn’t holding up, can it be changed? *Response:* In our guidelines for hosting the event, we can address the pre-game practice time if it is affecting the quality of the ice.
- E. Filing fee for grievances. We added a \$125 filing fee for grievances. Other NGBs do something similar. If filer wins the grievance, the fee is returned.
- F. Peer seeding. For everything except the Challenge, and Men’s and Women’s Nationals we will use peer seeding. We will use strength-of-field for the Challenge. We will include a peer seeding component in case there are teams that haven’t played recently enough to have strength-of-field information. Men’s and Women’s will be placed randomly, with top teams getting the best marquee. Williams will work with athletes on this issue. There was discussion about how the seeding information is used.
- G. Format.
1. The Director of High Performance has the authority to identify two teams that get a direct slot to the Nationals.
 2. The top two Order of Merit (OOM) teams will also be given berths at Nationals, if they aren’t one of those two top teams.
 3. The other six teams will be selected at an event in Hibbing.

4. We will have this format for the next year, which makes it possible to proceed with site bids and selection.
 5. Willmar, Minn., will be hosting the Mixed Nationals on arena ice.
- H. 2013-2014 schedule.
1. Williams notes that this is an Olympic year, and our championship schedule is adjusted accordingly.
 2. The Men's and Women's event is moved later to allow Olympic teams to participate, and to give staff the time they need to support the events.
 3. The Club Nationals that were held during the 2010 Olympics were very successful.
- I. Participation patch design. The new patches, except for Seniors, will have the new logo. The rectangular design will be retained.
- J. Foot delivery. Williams reported that there is a curler in Oregon who is not eligible for wheelchair curling, but delivers in a wheelchair using his foot. A year ago a request was made to change our rules to allow for a foot delivery. That was denied. Williams described similar situations in which the sport authority denied an athlete's participation, and the courts over-ruled the NGB's decision. He indicates that we would need WCF approval for an exception in an event that leads to Worlds. The USCA decided that we would not pursue making an exception for the foot delivery.
- K. Fargo Olympic Trials. Williams will recommend to the Championships Committee that George Phillips be the Head Official.
- L. Disseminating Rules information. Williams notes that Championships has used the USCA website to disseminate information about rules.

XXI. USOC (Patzke)

- A. USOC. Patzke reports that the Olympic Assembly will be next week, and both he and Maskel will be attending.
- B. USOC/AAC report (Maskel).
 1. Maskel reports on the USCA's relationship with the USOC. He describes the USOC as a monopoly, which he asserts is by necessity and by design. Congress is the regulatory body; he indicates that it has failed to provide proper oversight. He describes this lack of oversight as having three consequences: salaries rise, bureaucracy bloats, customer service declines. He notes that good people are working to address this issue. Maskel describes the USCA as also being a monopoly. He warns against the potential of unregulated monopolies. He says he will put his trust in the good leadership and governance of the USCA to put us on the proper path to guard against the major pitfalls of being a monopoly.
- C. Patzke reports that USOC has reaffirmed their four operating principles.

XXII. World Curling Federation (Hatch, Rich, Swandby, Welling) [see Appendix: WCF President's Newsletter]

- A. Swandby reports that the WCF President's newsletter is in the DropBox.
- B. WCF Meetings. The WCF has reduced semi-annual WCF meetings to one annual congress. The first will be held starting October 16 in Scotland. *Advantages:* One meeting a year will save us money. The USCA pays for flights, and the WCF covers the balance of expenses. *Disadvantage:* Not as much face-time with other representatives. Swandby

indicates that he will be attending one of the World championships as a fan, and will meet with other WCF reps at that event.

C. WCF Staff. Thelma Black replaces Liz Burns, who is retiring. Three development staff have been added. Two will be coming to the USCA office and meeting with Nawyn.

D. WCF governance. The WCF is looking at governance changes similar to those the USCA is considering. One result of this change will be that the U.S. guaranteed spot on the management committee will probably disappear.

E. Rule changes. There won't be rules changes until after the 2014 Olympics. Swandby reports that the WCF is inviting suggestions and comments related to rules.

F. *Question*: Does the U.S. want to consider hosting the WCF Congress? *Response*: Yes. If any area is interested in volunteering to host that, please get in touch with the USCA office. It is a prestigious event.

G. *Question*: When will the Olympic Challenge event be held? *Response*: December 31 is the application deadline, with selection notification by April 15. Patzke reports that information has been distributed to clubs. A curling club could host, but it must be appropriate for television. Swandby notes that it will not involve many teams – 4 to 6 teams. If a U.S. club is selected, it could be hosting an international event without a U.S. team. Swisshelm notes that it would be a scouting opportunity, an opportunity to create Olympic-quality ice that our Olympic teams, an opportunity for great international relations, an opportunity for potential TV interest, and if one of our teams doesn't qualify for the Olympics, we'd have a home team advantage. Swandby notes that we have 3 ½ months to present a bid. The WCF funds the event. It is a four-day event. The event is men and women concurrent.

H. Anderson provides *WCF perspective*.

1. The Governance Commission has been meeting under the leadership of Graham Prouse from Canada. There will be a number of items up for consideration at the WCF Congress. Anderson provides historical perspective on the transition from an ECC-run championship to a WCF-run championship.

2. Anderson describes the proposed structure of the WCF. The whole Congress will elect the North American representatives. The USCA must have strong enough candidates to earn votes.

3. WCF is financially healthy. There is over \$1,000,000 in the WCF fund to support construction loans.

XXIII. USWCA (Stannard) [see Appendix: USWCA Liaison Report]

A. Stannard notes that her report is in the drop box.

B. USWCA meeting will be held next week in Madison, Wis.

C. The Women's circuit is in its third year, and is very successful. Goldline is a regional sponsor of the circuit, thanks to athlete Debbie McCormick.

D. The USWCA is evaluating realignment. The realignment goal is to equalize membership numbers in each region.

E. The USWCA is hosting a coaching clinic in conjunction with the Junior Bonspiel.

F. Stannard will be exploring ways the USWCA and USCA can work more closely together.

G. The USWCA supports women's curling and junior curling (men's and women's). Men can join as well.

XXIV. Open board action items

A. None.

XXV. Unfinished business

A. None.

XXVI. New Business

A. Silver provides an update on Evergreen Curling Club's application for a construction loan. The USCA approved up to a \$140,000 loan. There were changes to the application, the WCF has approved their \$90,000 loan request, and the Executive Committee is moving forward with a request for \$90,000 for this loan.

1. Silver describes the process. The WCF makes its loan to the USCA. The USCA makes a loan to a club.
2. Silver reports that the USCA has received applications from Coyotes and Denver curling clubs to be part of the WCF Construction loan program. Both are requesting a \$200,000 loan. Both are pledging cash.
3. Coyotes – Phoenix, Ariz. Founded in 2003. 94 members. The club has a lease arrangement similar to Evergreen's. Four sheets.
4. Denver, Colo. Dedicated 5-sheet facility. \$2.8 million project. With 300 members, they have reached their maximum club capacity. They are requesting \$200,000 and are providing cash collateral.
5. For Evergreen we said we would support this loan, in basic satisfaction of the final details. We would like to get similar approval to the USCA board so the clubs can complete their efforts to bring a final package to the WCF.
6. Silver explains the need for our collateral requirements. There is a risk that those loans would default. And even with collateral, someone would have to deal with that. If our legal documents are not in order, that is a risk. There could be negative publicity from trying to collect on a loan.
7. If we add all three applications together, we are requesting \$490,000 of the WCF. The WCF has \$1,000,000 available. There may be international resistance to one country getting that much funding, but the distance between the clubs, it would be comparable to providing loans to different countries in Europe.
8. 10-year repayment with no payment due for the first three years. These loans are interest-free.
9. Lepping expresses concern that the WCF might not pick all the clubs. He would like to distribute whatever funding we get evenly among all three. Silver reports that we will need to make recommendations to the WCF. Beadle notes that if we divide funding among all applicants, it may dilute individual projects.
10. *Coyotes Curling Club application.* **Sean Silver moves to support up to a \$200,000 loan from the USCA to Coyotes Curling Club funded by a loan in an equal amount from the WCF to the USCA with repayment terms as provided in the WCF Loan Program, subject to the following:**
 - a) **Final business and project plans satisfactory to the Executive Committee**

- b) **A pledge of collateral satisfactory to the Executive Committee and the USCA's outside legal counsel consisting of cash, bank CDs or bank money market funds**
- c) **Loan and collateral pledge documents satisfactory to the Executive Committee and the USCA's outside legal counsel**
- d) **Value of the collateral to be a minimum of 105% of the amount of the loan at all times**
- e) **Final approval of the project and loan by the WCF**
- f) **All USCA out of pocket expenses, including legal fees, to be paid by the Coyotes Curling Club**
- g) **Other terms and conditions typical for transactions of this type**

Gwen Krailo Lyons seconds. Silver notes that since the collateral is cash, the collateral requirement is less than 200%. **Motion approved.**

11. Denver Curling Club. Sean Silver moves to support up to a \$200,000 loan from the USCA to the Denver Curling Club funded by a loan in an equal amount from the WCF to the USCA with repayment terms as provided in the WCF Loan Program, subject to the following:

- a) **Final business and project plans satisfactory to the Executive Committee**
- b) **A pledge of collateral satisfactory to the Executive Committee and the USCA's outside legal counsel consisting of cash, bank CDs or bank money market funds**
- c) **Loan and collateral pledge documents satisfactory to the Executive Committee and the USCA's outside legal counsel**
- d) **Value of the collateral to be a minimum of 105% of the amount of the loan at all times**
- e) **Final approval of the project and loan by the WCF**
- f) **All USCA out of pocket expenses, including legal fees, to be paid by the Denver Curling Club**
- g) **Other terms and conditions typical for transactions of this type**

Jennifer Stannard seconds. Silver notes that since the collateral is cash, the collateral requirement is less than 200%. **Motion approved.**

12. Anderson notes that he will be asking the USCA WCF Representatives to come to the WCF meeting to support and defend the applications. Silver would ask that if there is any way that after these are decided upon, that we could get a sense of what might be reasonable to expect if we receive additional applications. Anderson reports that he has resigned from the USCA's Finance-Audit Committee.

B. Pleasants notes that Silver's report is in DropBox, together with the letter that was sent to Directors but could be distributed more widely. The actual budget is an internal document, and while he'd prefer that remain internal, if a Director shares that information, they should be prepared to provide information about the true extent of the USCA's investment in Growth & Development.

C. Williams asks if it would be possible to consider having the fall Board meeting scheduled differently to make it more accessible to our AAC Directors.

D. The next USCA Board of Directors meeting, April 26-28, 2013, in Bloomington, Minn.

XXVII. Adjourn

A. Sjue moves/Lyons seconds adjournment. Motion approved 12:02 p.m.

Respectfully submitted,
Jonathan Havercroft, USCA Secretary

JH:sr

APPENDIX

**UNITED STATES CURLING ASSOCIATION
EXECUTIVE COMMITTEE E-MAIL MEETING
May 30th – 31st, 2012**

MINUTES

Pursuant to USCA By-Laws, President James Pleasants convened an Executive Committee Meeting via E-Mail to approve the following agenda item:

Note: Approval votes were to be submitted no later than May 31st, 2012.

Agenda: Approve of the recommendations of the Coaching Working Group.

The recommendations of the Coaching Working Group are:

- Establish a USA Curling Coaching Association that all people interested in coaching teams in USA Curling programs and/or events will be required to belong to. Supporting reasons are to have all coaches registered within a system that will have established background checking procedures; have a tracking database of all members; continue education of all members, and also feed into the new certification program.
- Make it mandatory that only USA Curling Coaching Association Members and registered/certified coaches be allowed on the ice with teams at the USA Curling Junior Championships and National Championships beginning with the 2012-13 season. The CWG has suggested that “registered” would be fine for 2013 events, but by 2014 a minimum certification level would be required.
- Beginning with the 2013 Junior National Championships, a Junior National Coaching Conference would be held in conjunction with the Championships, and Junior National Coaching Awards would be established and awarded during the event closing banquet.

Votes of approval were received from: Dean Gemmell, Leland Rich, Sam Williams, Jonathan Havercroft, Beau Welling, Dave Carlson, Chris Sjue, Jennifer Stannard, Jim Pleasants, Kent Beadle.

There were no responses from: Ann Swisshelm, Richard Maskel, Sean Silver, Gwen Krailo.

By a vote of 10 for approval, 4 not responding, the Executive Committee approved the Coaching Working Group recommendations.

Respectfully Submitted,

Approved,

Jonathan Havercroft, Secretary
June 1, 2012

James Pleasants, President
June 1, 2012

EXECUTIVE COMMITTEE E-MAIL MEETING
June 18th – 20th, 2012

MINUTES

Pursuant to USCA By-Laws, President James Pleasants convened an Executive Committee Meeting via E-Mail to approve the following agenda item:

Note: Approval votes were to be submitted no later than June 20th, 2012.

Agenda: Approve the nominations of:

1. Korey Dropkin as Male Athlete of the Year
2. Allison Pottinger as Female Athlete of the Year
3. Brady Clark and Cristin Clark as Team of the Year

Votes of approval were received from:

Dean Gemmell, Leland Rich, Sam Williams, Jonathan Havercroft, Beau Welling, Dave Carlson, Chris Sjue, Jennifer Stannard, Jim Pleasants, Ann Swisshelm, Richard Maskel, Sean Silver, Gwen Krailo.

By a vote of 13 for approval, 0 not responding, the Executive Committee approved the nominations.

Respectfully Submitted,

Approved,

Jonathan Havercroft, Secretary
June 20, 2012

James Pleasants, President
June 20, 2012

Minutes of the USCA Executive Committee Meeting 7/31/12

5pm Central Time

Participants: Ann Swisshelm, Beau Welling, Chris Sjue, Dave Carlson, Dean Gemmell, Gwen Krailo, James Pleasants, Jonathan Havercroft, Kent Beadle, Richard Maskel, Sam Williams, Sean Silver, Rick Patzke, Sandy Robinson, Jennifer Stannard.

Meeting called to order at 5:01pm by James Pleasants

Sean Silver: Revenue is flat on the USCA side. The High Performance budget is separate and determined by USOC allotments. The budget committee recommended making significant investment now in marketing, communications, member services growth and development to prepare for the anticipated interest in curling during the Sochi games. The committee recommends a \$30 000 deficit for the 2012 -13 fiscal year. Over the last three years the USCA has generated \$130 000 in earnings. One option was to offset the deficit by increasing dues. The budget committee felt now is not the best time to increase dues. The USCA have made a strategic change in moving the dollars allocated to teams travelling to nationals to programs that will support membership growth and development. This budget aims at making some big strategic moves for the USCA. A major risk in this budget is the recommendation to decline the USOC digital media agreement. This agreement offers \$200 000 over the next 4 years. To accept this agreement would mean giving up all control of digital media rights over the course of the contract. Rick Patzke recommended leveraging these rights ourselves through our partnerships with Media Sauce and Quad Graphics. There is upside opportunity in the budget for additional revenue from sponsors.

Jim Pleasants: In the past the USOC has allocated \$30 000 for staff support. This year they will only offer support of \$15000. Next year the support will be completely eliminated.

Motion: To approve the 2012 – 2013 budget as recommended by the Budget Committee. Chris Sjue moved. Gwen Krailo seconded.
Motion adopted unanimously.

Jim Pleasants: One team in each men's and women's juniors will be allocated through a playdown between teams in the Project 2018 program. This was done because there was a chance that the teams in the program would meet in the regional playdown and would eliminate one of the high performance teams before nationals.

Rick Patzke: Wanted clarification if he needed board approval to implement individual items in the budget. The committee agreed that the staff did not need

approval of individual budget items. Once the budget has been passed, the staff has authority to implement all the budget items in the budget.

Chris Sjue moved for adjournment. Gwen Krailo Seconded. Meeting adjourned at 5:46pm.

EXECUTIVE COMMITTEE E-MAIL MEETING
August 17th – 20th, 2012

MINUTES

Pursuant to USCA By-Laws, President James Pleasants convened an Executive Committee Meeting via E-Mail to approve the following agenda item:

Note: Approval votes were to be submitted no later than August 20th, 2012.

Agenda: Approve the nomination of Keith Dropkin as Developmental Coach of the Year 2012 and Steve Brown as Coach of the Year.

Votes of approval were received from: Jennifer Stannard, James Pleasants, Jonathan Havercroft, Beau Welling, Kent Beadle, Gwen Krailo, Dave Carlson, Sean Silver, Ann Swisshelm, Sam Williams and Dean Gemmell.

There were no responses from: Richard Maskel, Chris Sjue.

By a vote of 11 for approval, 2 not responding, the Executive Committee approved the nominations.

Respectfully Submitted,

Approved,

Jonathan Havercroft, Secretary
August 21, 2012

James Pleasants, President
August 21, 2012

**EXECUTIVE COMMITTEE E-MAIL MEETING
September 5th – 7th, 2012**

MINUTES

Pursuant to USCA By-Laws, President James Pleasants convened an Executive Committee Meeting via E-Mail to approve the following agenda item:

Note: Approval votes were to be submitted no later than September 7th, 2012.

Agenda: Approve the selection of Philadelphia, PA to host the 2014 USCA Men's and Women's National Championships.

Votes of approval were received from: James Pleasants, Jonathan Havercroft, Dave Carlson, Gwen Krailo, Kent Beadle, Ann Swisshelm, Beau Welling, Dean Gemmell, Richard Maskel, Sam Williams, Sean Silver, and Chris Sjue.

There was no response from: Jennifer Stannard.

By a vote of 12 for approval, 1 not responding, the Executive Committee approved the site selection.

Respectfully Submitted,

Approved,

Jonathan Havercroft, Secretary
President
September 8, 2012

James Pleasants,
September 8, 2012

REPORT OF THE GOVERNANCE TASK FORCE – 9/15/12

A new Governance Task Force was brought together this summer to review our governance structure in light of the negative feedback from a significant number of Members to the earlier proposal. The group consisted of James Pleasants, Gordon McLean, Gabrielle Coleman, Chris Sjue, Dave Carlson, Jennifer Stannard, Andy Anderson, Kent Beadle, Ann Swisshelm-Silver, John Benton, Leland Rich, Maureen Clark, Carl Thomas, Jeff Hannon, Rich Lepping. Rick Patzke observed and provided information as needed. After three teleconferences and an all day meeting with a facilitator, Dale Neuburger, we agreed on the following principles of good governance, to guide us as we draft a new set of bylaws:

1. **Need for Change.** We recognize that our current by-laws are antiquated, from a time when we were an all volunteer organization, and were not the National Governing Board for an Olympic Sport. Being an NGB carries with it a responsibility to develop and carry out a high performance program, and to be good stewards of the funds entrusted to us for that program, under the terms of the Amateur Sports Act. Our COO and staff over the years have been assigned an increasing work load without receiving appropriate corresponding authority under the by-laws. Our structure does not use best practices of governance: our board should be focused more on policy and strategic planning, leaving the nuts and bolts operations under the direction of the professional staff. We have a Members' organization that has limited duties and no committees or structure that would allow it to take on more of the operational work. Finally, many of our lines of authority are unclear, or have changed in practice from the way they were written into the by-laws. This report sets forth principles and a vision of how our organization can be governed more effectively.

2. **Members Meeting.** We envision a Members' Assembly that is significantly different from the current Members meeting. First, it is mandatory to have 20% athlete participation in the Members meeting. Currently we have no mechanism for athletes to participate in the Members meeting. The athletes will make a recommendation as to how many athletes they would like to send to the meeting and how they will exercise their votes to achieve the 20%. Second, Member participation will include both regional delegates and club delegates that choose to attend. Voting strength of each delegate will be based on the number of curlers in each region or club. If a club chooses to attend, their votes will be subtracted from the voting strength of the state or region. The Members Assembly will have primary responsibility for populating our operational committees, and voting for the nationally elected directors. We also want to make the member assembly attractive to volunteers to attend by including educational presentations such as club development advice, instructional training, ice-making training and the like. We want to reach out to potential volunteers and communicate that anyone who wants to participate can volunteer, regardless of whether they are delegates or directors. We plan to rotate the Members Assembly to different regions to make it easier for nearby clubs and curlers to participate.

The Members Assembly will remain the ultimate decision maker as regards the bylaws and amendments thereto.

No club will be required to send a delegate to the Members Assembly. If the club chooses not to send a delegate, the State or Region delegates will carry the votes of the curlers from the clubs in the regions.

3. High Performance Program. We need to have a professionally developed and administered high performance program, free from micro-management or being overruled by the Members meeting or the Board. The High Performance staff are accountable to the CEO and who is, in turn, accountable to the Board. We also have re-affirmed our commitment as a matter of policy and long term competitiveness to determining world teams through competition, and for self formed teams having a reasonable path to national competitions leading to the world.

4. Staff Authority Our Chief Operating Officer will become a Chief Executive Officer. He and his Professional Staff will now be in charge of Operations, with committees acting as advisory and assistants to the staff. They will be tasked with carrying out the policies and strategic plan developed by the Board, and will have authority as to the specifics of how that to execute those policies and objectives. The committees will have such responsibility as the staff may choose to delegate or assign to the committees. The CEO will have ultimate responsibility for designating who will serve on the operational committees, except that the 20% athletes on the committee will be appointed by the Athletes Advisory committee (AAC). We have begun the process in anticipation of these changes and have been pleased with the professional way the staff has handled the tasks we have put under their authority.

5. The Board The Board should be policy driven rather than operational. Its duties should include setting policy, developing a strategic plan, evaluating the performance of and hiring/firing the CEO/Executive Director, and review/approval of the budget. It should also take primary responsibility for enhancing the financial well-being of the USCA through fundraising and development of sponsor relationships, and should include members from outside of curling who can help us in this or other areas.

Directors on the policy making board should be guided in their decisions by the well-being of the USCA rather than regional interests. Communication with the curling community is an important duty. The directors should have the skills needed to carry out the above duties, and should reflect the diversity of the curling population. The Board should have some directors that are appointed by regions, some directors who are elected on a national basis, 20% athletes selected by the AAC, and some independent directors selected by the board. We have some ideas but do not yet have consensus on how to achieve all of these objectives while keeping the board at an efficient number.



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USCA Growth & Development Report Fall Board of Directors Meeting September 14-16, 2012

During the next year and a half, one focus of the Growth & Development arm of USA Curling will be creating and revising programs for member clubs. Updates on each of the four target areas agreed upon at the Spring Board of Directors Meeting (April 2012) are provided below.

[1] Improving existing certification programs

This includes evaluating course content, professionalizing presentations and handouts, developing standards for course conductors, and improving administrative processes. The goal is to develop relevant, high-quality educational programs that can be delivered with consistency throughout the country.

Instruction: Sandra McMakin organized a workgroup including regional coordinators, course conductors, and others committed to improvement of the program. Weekly evening conference calls to discuss issues have taken place over the past several months. All of the participants, including myself, are assigned to primary areas of expertise and are encouraged to give input throughout. The goal is to have a completely revised course in place by the 2013-14 season. Some of the changes will be incorporated into the curriculum and administration during the course of the 2012-13 season. The most visible change on the administrative side will be the implementation of a centralized registration process using the SportsSignup program. Other important decisions include teaching the four-step, no lift delivery in lieu of the three-step delivery currently in the curriculum, and adoption of a new strategy acronym, SHEETZ (see article by Jon Mielke in the next edition of the *Curling News* for more details). Revisions, additions, and improvements will continue to be incorporated throughout the year.

Ice Making: David Staveteig, Head USCA Ice Technician, worked to develop an outline for a formalized USCA ice technician certification and training program over the summer. As the curriculum for the Level I course will be tweaked throughout the season, David will be teaching all of the Level I clinics to ensure we provide instructional consistency within the framework that has been developed. This arrangement can be revisited next season once the teaching materials have been finalized. As with each of the educational areas, the goal is to develop a curriculum that can be used consistently throughout the country by the 2013-14 season.

Officiating: The first working group session to discuss revisions to the officiating program will take place during the September 2012 Board Meeting.



Coaching: Scott Higgins is currently working on revising the coaching education and certification curriculum. As I believe in the value of collaboration across areas of organizational responsibility, I attended the USCA coaching clinic featuring Roger Schmidt from May 31st to June 3rd. I was able to learn more about the Five Elements of Delivery Technique and how it could potentially be incorporated into the instruction program.

In June, the USOC board determined that all national governing bodies will need to have a safe-sport policy in place, likely no later than 2014. As such, I have also been studying the new USOC SafeSport program, which helps raise awareness about misconduct in sport, promote open dialogue, and provide training and resources. To understand how this could potentially be incorporated into current USCA policies and/or reflect best practices in other sports, I reviewed the current USCA Abuse and Harassment Guidelines (2004) and how sports such as swimming and gymnastics deal with such issues. Barring unforeseen circumstances, the first draft of the proposed update to our current guidelines, which will incorporate SafeSport training for key individuals, will begin to be circulated internally for review within the next two weeks. It is anticipated that this training will be required of all individuals registered or certified as coaches.

[2] Creating resources for emerging clubs

Focus is on the compilation of a practical, step-by-step guide geared towards groups and individuals seeking to start curling clubs. Since it is beneficial for emerging clubs to network with experienced curlers, we will also be working to develop a mentoring program similar to what is currently in place in the GNCC.

I set up a discussion group on LinkedIn to get preliminary input from experienced arena curlers regarding specific topics that will need to be discussed in the guide. This information will be used as a basis for discussion in the Arena Curling Working Group session on September 14th.

[3] Producing a guide for effective recruiting and retention practices

While some of the more established clubs have solid recruiting and retention practices, many clubs still struggle in this area. Through research on existing practices, we will develop a practical guide to let clubs know what's working and how such programs can be implemented. This resource can be used on both state/region and club levels.

Following the April 2012 Board Meeting, efforts to increase the response rate for the Growth & Development Survey continued. This included emails to club presidents and updates to regional representatives regarding the response total in their regions. A response rate of approximately 60% was achieved, which meets the original target goal and is higher than average for this type of survey. Data entry was time consuming, but with the purchase of a more advanced version of Survey Monkey, I was able to import data from the surveys submitted online into SPSS with some coding changes. Christy also contributed to this process by helping enter many of the handwritten responses. Preliminary results have already been used to answer planning questions for clubs thinking about building in Alaska. Following completion of the first draft of the SafeSport initiative, attention will be returned to the analysis of the data. Through this analysis, I anticipate identifying 'best practice' information to be used as a jumping off point for this project.

[4] Developing a communications strategy for Member Services/Growth & Development

Recognizing the current dissatisfaction members have expressed regarding the benefits offered to clubs, it's important to let our consumers know about our renewed focus, goals, and plans for the future. Thus, our goal is to develop a consistent message and a strategy about how to best reach our target audience.

A LinkedIn group was established to share opinions and ideas about this issue. These ideas will serve as the basis for discussion in the Growth & Development Communications Strategy Planning session on September 15th. In addition, I have been working to create a greater Growth & Development presence within some of our established communications platforms. As of the May 2012 edition of the *U.S. Curling News*, my new column entitled, "Reports from the Warm Room," debuted. The column focuses on club-related issues. In addition, I continue to contribute various items, such as Certifications and Eight-Enders, to the publication. One of the responsibilities for the new Member Services Intern will be writing a profile on a club for each edition of the magazine. This feature will premiere in the November edition. I have also provided Terry with information for Facebook posts on activities such as junior camps and my visits with clubs.

The following summary touches upon some of the other main areas on which I have focused in the last several months. Topics should not be seen as completely inclusive. Please feel free to contact me directly if you have questions on areas that are not addressed below.

Volunteer of the Year Award: The Volunteer of the Year Award was introduced during the 2011-12 season. A total of ten applications (eight complete) were received from clubs in various regions. After a thorough review and thoughtful decision-making process, the Volunteer of the Year Selection Committee chose Doug Brugler of the Rochester Curling Club as the first recipient. At the beginning of the 2012-13 curling season, the Rochester Curling club will present Mr. Brugler with a custom crystal award featuring a 3-D image of a curler and a lighted base (see photographs in Growth & Development folder). Jerome Larson, former Vice President of Member Services, generously donated the awards for the first five years of the program. The honoree will also receive a USA Curling jacket.

In an attempt to better recognize and encourage volunteerism in clubs throughout the United States, the September 2012 edition of the *Curling News* will feature two articles on this topic. A poster featuring the nominees will also be distributed as part of the seasonal mailing to clubs (see file named "USA Curling Club Poster 2012-13" on Dropbox).

Grant Programs: The USCA Darwin Curtis Grant Program, made possible through The Chicago Community Trust, was announced to clubs in May. The program is currently in the first year of a three-year trial period. A total of \$20,000 was made available through an application process. Applications, which were due on June 22, 2012, were accepted in the areas of Bricks and Mortar and Growth and Development (see 2012-13 application in the Dropbox for further explanation of these categories.) A total of 24 applications were submitted to the USCA. The selection committee consisting of Sean Silver, Rich Lepping, Jennifer Stannard, Pam Finch, and I evaluated each of the applications against the criteria set forth by the Darwin Curtis Foundation. After several conference calls, the committee came to a decision regarding funding recommendations.

Following the recommendation decision, I submitted a proposal to the Chicago Community Trust (CCT) requesting a total of \$50,000 in funding for FY13. In addition to the \$20,000 for the USCA Darwin Curtis Grant Program, \$30,000 was requested in support of upcoming Growth & Development initiatives. I anticipate hearing from The Chicago Community Trust by the end of September. At that point, all clubs

and organizations that applied for funding through the competitive application program will be informed of their status. An application was also submitted to the World Curling Federation for the Development Assistance Programme (DAP) for a total of \$12,000. The funds requested for Growth & Development program assistance (total \$42,000 of the \$62,000 requested) are already written into the budget in support of FY13 Growth & Development and Member Services projects.

On-Demand Seasonal Mailing: Each year USA Curling distributes the Fall Mailing to all member clubs. Since the cost for this mailing was over \$7,000 last year (not including printing of the *2011-12 Media Guide & Directory*), I included several questions on the Growth & Development Survey about club perception in order to gain a general understanding of whether clubs value this resource (see “Attachment A: Survey Response to Questions about Fall Mailing”). Approximately 78% of the 59 respondents (primarily club presidents and boards of directors) who answered the question stated that they had seen the Fall Mailing¹. Only approximately 45% of those respondents “agree” or “strongly agree” that the information in the mailing benefits their club. The remaining respondents familiar with the mailing were either somewhat neutral or negative about this program. Without further evaluation, the impact of the program as currently designed does not necessarily warrant continuation in the traditional manner.

Following the logic of the respondent who suggested, “allow[ing] clubs to tailor the content to their specific needs,” I started an on-demand service for the 2012-2013 season. Club presidents and/or vice presidents can request information for their clubs through an Adobe form that they can access through an email link distributed the week of September 10th. I collaborated with Terry to update the *USA Curling and Learn to Curl* brochures and develop the club poster. (Please note: I chose to leave the content about the delivery that had been approved by the committee in previous years because decisions have not yet been made about USCA instruction going forward. Once those decisions are made, content will be reviewed by the Training & Instruction workgroup and updated for next season.) In addition, I rewrote the text for what had been titled the “Member Services” pages in the *Media Guide & Directory* to better reflect the scope of the resources USA Curling makes available to member clubs². Through tracking the requests for these resources, USA Curling will have data upon which to make educated decisions about this program for future seasons.

In past years, it had also been the policy of Member Services to charge clubs if they requested more brochures than they had been allotted in the annual mailing. The allotment equation previously used gave clubs with 20 members or less three brochures per year, and five brochures to clubs with 50 members or less. As these small clubs are often new clubs actively seeking to recruit, the amounts did not fit the need. I made the decision to seek an advertiser to offset the projected income that had previously been in the budget for sale of brochures. With the assistance of Terry, who reached out to the various curling supply vendors, we were able to secure a full-page ad for each of the brochures from Shot Rock Curling Supplies.

Public Inquires: Members of the public looking to locate a curling club in their area can access the “Find a U.S. Club” link on the USA Curling website, www.usacurl.org. The service has received nearly 10,000 hits in the past year. Recently, an option to include an email address for requesting more information was added. While I have made a practice of contacting anyone who requests additional information, the number of hits increased greatly during the Summer Olympics. To help meet the demand, Christy was able to assist with responses. As this is just a taste of what we should expect during the 2014 Sochi

¹ Results are based on the number of surveys submitted by June 2012.

² These pages, now titled, “Programs & Resources for Clubs,” can be found in the Growth & Development folder on Dropbox along with the revised brochures.

Olympics, I will be adding the development of a response plan to public inquiries to the list of initiatives that I'm currently working on in preparation for the next Olympics.

Club Development Inquiries: While the inquiries from people looking to find local curling clubs slowed following the conclusion of the summer Olympics, emerging clubs and those planning to build/in the building process continue to be in contact with the office. Over the past month, I have been in touch with groups club from the following states: Alaska, Colorado, Illinois, Indiana, Iowa, Minnesota, Montana, and Texas.

Club Visits: Since I believe that it is valuable for USCA staff to have a presence in curling clubs, I visited with the Dakota Curling Club in Burnsville, Minn., and the Long Island Curling Club in Bellmore, NY in June. Various issues including laying the groundwork for building a dedicated facility and the value of 501(c)(3) nonprofit status were discussed. These clubs were both featured in my column in the Summer 2012 edition of the *U.S. Curling News*. Due to its close proximity, I was also able to work several volunteer shifts at the new Wausau Curling Center during the floor installation in August (e.g., carrying rebar and putting in place, tying the top mesh to the rebar).

WCF Stone Purchase Program: We continue to get regular inquiries about the WCF Stone Purchase Program. Since the April board meeting, three sets of stones have been delivered to arena clubs. The Long Island Curling Club went under contract for a single set of stones in May to increase their league capacity to five sheets. A start-up arena club located in Illinois at the Crystal Ice House contracted for two sets of stones in June. We are also working with the Four Seasons Curling Club, the new club in Blaine, Minn., to purchase six sets of new stones directly from Kays of Scotland through the WCF Stone Purchase Program. We are awaiting board approval to finalize the contract. At the present time, we have four sets of refurbished Ailsa Craig Common Green stones available, with potential interest from a number of clubs. All clubs are up-to-date on stone payments.

Junior Camps: Four junior camps were scheduled for this summer/fall: Wisconsin, Pennsylvania, Washington, and North Dakota. As in past years, the USCA has continued to offer administrative support including background checks, insurance coverage, document assistance, and promotion. I took a very proactive approach to the background check process. I believe that it is important to strive to have all of those who will be working with juniors in these camps go through the background check process. In July, I was also able to attend the junior camp in Wisconsin to gain a better understanding about the needs of the administrators on the ground level and think about how the USCA can best provide assistance to these camps in the future.

Certification and Training Courses: I have received numerous requests for training courses from clubs and individuals around the country. Since April, we have had a Level I Clinic Instructor Clinic at the Triangle Curling Club and a Level I Ice Maker Clinic in Seattle. I am currently in the midst of planning classes for the upcoming season, with dates set for Level I Instructor courses at Exmoor Curling Club, Tri-City Curling Club, and the Nashua Curling Club. Since the instructor program is rebuilding, I am playing a much more integral role in the details regarding the set-up for many of these classes than I will hopefully need to play in the future. Inquiries about officiating courses will go out in the next few weeks.

Member Services Internship: In an attempt to provide some level of balance between the customer service/administrative responsibilities and the development side of the Growth & Development Manager position, the board approved my proposal to hire a part-time Member Services Intern for the 2012-13 academic year. After developing and advertising the position, we received a total of 17 applicants. Following interviews of the top candidates, Ryan Maier, of Green Bay, Wis., was selected.

Ryan is a senior at the University of Wisconsin Stevens Point, majoring in Communications and Public Relations with a minor in Business Studies. As a third-generation curler who became active in the sport at the age of 12, he also has a strong understanding of the game and its culture. Ryan's responsibilities will include, but are not limited to, assistance in the administration of the various certification programs and responding to requests for information. He is scheduled to start working at the national office on September 10th for approximately 15 hrs/wk. It is anticipated that Ryan will remain in the internship position throughout the academic year.

Competitive Programs Report

Giving this report on behalf of Derek.

Derek is off working with program teams this weekend.

To Begin, the submission of this year's High Performance plan and resource request resulted in

\$640,000 allocation from the USOC

Up from 585,000 last year.

Part of that allocation was for an additional National Coach.

Request was approved

That position has been filled and it has been filled by Al

9 Time Brier Representative from N Ontario

2 time Brier and world champion

Recent Canadian Senior Champion and world Runner-Up

A couple of highlights for staff activities

Derek and Baird in Colorado Springs for USOC Sochi summit.

Derek will be in Sochi with the USOC for a site visit September 30th.

National Coaches are supporting teams both at Rice Lake camps and at competitions.

Baird- Working with Alison Pottinger, and Pete Fenson

Al Hackner- Will be working with Heath McCormick and Cassie Potter

John Benton- Will be working with all Project 2018 women

Phill Drobnik- Will be working with all Project 2018 men

Also on Scott's staff is Scott Higgins who is director of Coaching and Sport Education.

Rick has summarized Scott's activities in his report.

Team USA

June Selection of Team USA

Olympic Trials teams

Heath McCormick

Matt Hames

Bill Stope Dean Gemmell

- Pete Fenson, Shawn Rojas, Joe Polo and Ryan Brunt
- Allison Pottinger, Nicole Joraanstad, Natalie Nicholson and Tara Peterson
- Cassie Potter, Jamie Haskell, Jackie Lemke, Stephanie Sambor and Laura Roessler

All teams in Rice Lake last weekend

First camp last weekend in Rice Lake

Elite High Performance teams

Tyler George, Chris Plys, Rich Ruohonen and Colin Huffman

Tyler began his competitive season Qualifying at the OTC last weekend.

Erika Brown, Debbie McCormick, Jessica Schultz and Ann Swisshelm

Erika began the season with a victory at the OTC

Semi's Ft Wayne

Project 2018 teams:

Alex Carlson, Monica Walker, Kendall Moulton and Jordan Moulton

Qualified Ft Wayne Qualified in Cloverdale BC this weekend.

Becca Hamilton, Molly Bonner, Tara Peterson and Sophie Brorson

Project 2018 junior teams:

- Korey Dropkin, Thomas Howell, Mark Fenner and Alex Fenson

Finals Ft Wayne

Ethan Myers, Kyle Kakela, Trevor Host and Cameron Ross

Cory Christensen, Becca Funk, Anna Bauman and Sonja Bauman

Miranda Solem, Vicky Persinger, Karlie Koenig and Chelsea Solem

The Project 2018 junior teams will all be attending a High Performance Training Camp in Rice Lake from 14-16th September.

Project 2018 individuals: Aileen Sormunen, Courtney George, Amanda McLean, Nina Spatola, Mackenzie Lank, Jared Zezel, John Landsteiner, Matt Hamilton, Trevor Andrews, Blake Morton and Calvin Weber

THIS is 60 Athletes in the Team USA High Performance Program. An impressive beginning.

Project 2018 had an open application process

100+ applicants

Selection based on Performance and Results

(national, international events)

Two Year Period

The HPP offers individual athletes the following:

- On ice training opportunity at Rice Lake Curling Club
- National Program Coach support at targeted tournaments including video and statistical analysis
- National Program Coach advice and support throughout the season

- Access to strength and fitness training programs and advice
- Access to performance nutrition planning
- A special USCA discount from Balance Plus Curling supplies
- Funding towards tournament costs

USCA High Performance Program expectations of all teams and athletes:

- A team schedule of at least 6 tournaments, approved by the National Program Coaches
- Regular communication with National Program Coaches
- Send a performance report to National Program Coaches after each tournament if required
- Maintain an appropriate level of competitive fitness
- Adhere to the USCA HPP athlete agreement

Challenges

We need a good finish at world men's to secure a spot in the olympics

We are having issues entering the "best" spiels in Canada

Women lost some spots in slams.

World Team Prep is also the responsibility of the HP Program under Derek.

However, Jan Legacy stands ready to help as needed.

Locations our teams will be traveling to:

Juniors	Sochi-Russia	Feb 28- March 10th
Women-	Riga, Latvia	March 16-24
Men	Victoria, BC	Mar 30- April 7th
Seniors	Fredricton, NB	April 13- April 20th.

We have team leaders at

Men's, Women's, Juniors.

for team meetings.

May need help at Mixed Doubles and Senior Nationals for team meeting.

Bismarck

Fairbanks

We passed along some constructive thoughts from last year's world teams regarding uniforms.

Thanks to staff for all they do in WTP around trading pins, crests, uniforms, embroidery, paperwork, etc

Jan wants to help along with Dawn and would continue to ask for athletes to call her or Dawn with any issues or changes that they would like to see.

Jan had a new "tie" made and would like to show it to everyone.



National Office: 5525 Clem's Way, Stevens Point, WI 54482
715-344-1199 • fax 715-344-2279 • info@usacurl.org • www.usacurl.org

**FALL 2012 REPORT
VICE PRESIDENT OF OPERATIONS AND MARKETING**

Revenue Development:

A significant focus of revenue development is upon the Annual Appeal program. This takes on greater importance with the ongoing USOC matching grant opportunity for NGB's of which curling through the USCA is one. The USOC grant program for calendar year 2012 is offering matching grants up to \$50,000 to monies independently raised by the USCA. For the USCA fiscal year beginning June 1, 2012 through December 31, 2012, there remains the opportunity to receive \$19,000 in matching funds if USCA raises the same sum. For the calendar year 2013, the USOC is offering an additional \$35,000 in matching funds.

Given these matching fund opportunities, the revenue development/revenue raising activities of the USCA need the enthusiasm and support of all the constituencies of the USCA, starting with the individuals on the Board of Directors. The directors have yet, over the last couple of years, to reach the 100% participation milestone. Let each director be committed to achieving that milestone for this fiscal year and leverage the contributions made with the matching funds from the USOC.

Media/PR:

A notable change in the means used by the USCA to communicate with the individual curler and the clubs is immediately before us. We are transitioning from a newspaper format for the Curling News to a glossy picture magazine format. The printed magazine is to be augmented by digital editions together with social media applications. This project is under contract with Quad Graphics in Wisconsin. The first edition of the glossy picture magazine is due out late September, 2012.

A challenge to the USCA is to decide to accept or forego a digital media rights contract with the USOC. The proposal, in summary, is for the USCA to license to the USOC all web based programming together with the USCA using exclusively as its web presence the web site of the USOC. On the table is a yearly



payment from the USOC to USCA of \$50,000, starting with calendar year 2013.

By-Laws Governance:

A reconstituted task force has met by telephone multiple times over the summer of 2012. The fundamental concepts the task force discussed include:

1. Can the USCA as the Olympic NGB of curling and its associated responsibilities to a High Performance Program co-exist with the USCA as a national organization fostering grass roots growth and development?

2. What relevance does geography have in determining the policies, strategic planning and high performance for curling as a nation-wide sport administered by a national organization through a Board of Directors?

3. Who are to be the "members" of the USCA and what powers do the "members" hold as for the election of the directors and standing committee members, amendment of By-Laws, and the operations, policies and strategic planning for both the growth and development and the Olympic based high performance areas?

Dave Carlson
Vice President Operations and Marketing

Director of Communications Report
Prepared by Terry L. Kolesar
April 2012-Sept. 2012 activities & an overview of major projects

Publications & Designs

- **U.S. Curling News:** The biggest and most exciting project at the moment is the debut of the new *U.S. Curling News* magazine, which will hit mailboxes beginning Oct. 4. The first edition went to press Wednesday and next Monday we'll drive to Milwaukee for a ceremonial press check at Quad Graphics. A sneak preview of the first edition will be shown during the Board of Directors meeting. The printed magazine will be distributed quarterly with two additional editions in the summer months that will be digital only. All six editions will have the same digital component, which will be greatly improved from prior e-editions. In addition, we are near completion of the supplemental app for iPhones, Android and Kindle for enhanced reading on your phone, tablet or laptop. The main benefits of the new *Curling News* magazine are two-fold in that it enhances our member benefits and takes USA Curling to the next level in communication in preparation for Sochi 2014. We hope to be able to further fund developments to the app to include rules, FAQs, curling demos, a game, etc. so that the new curler watching it on TV can quickly pull out their phone (or other device) and learn more about our sport.
- The **USA Curling website** is still on the table for redesign. Rick reported this week that the USOC digital media agreement is still in the picture as the USOC relented a bit with the advertisement & sponsor restrictions on its platform. As reported this spring, the plan is to either a) accept the USOC agreement and use their platform for the redesign or 2) work with USA Curling sponsor AtomAmpd on a re-design similar to the design they used for the World Curling Federation's website (www.worldcurling.org). At this point, a realistic timeframe for this project would be completion next summer in preparation for the 2014 U.S. Olympic Team Trials in Fargo, which will likely be the start of the next wave of interest in our sport.
- **Stone Soup** continues to be sent out to our e-mail fan base twice-monthly year-round. We have now added the e-newsletter to our advertising packages. A second electronic newsletter was added this summer with a partnership with the USOC, titled **NGB News**. It is a monthly e-newsletter focused more on coaching and athletes and is designed outside of the office with a few curling items added to the top to tie the two audiences together.
- The **media FTP server** was completed earlier this summer as a more efficient tool for sharing photos and videos with members of the media, member clubs, marketing partners, etc. The FTP was purchased through USCA sponsor AtomAmpd.
- The **2012-13 USA Curling Media Guide & Directory** is now available. Ad sales totaled \$3,400, which paid for the production and will help offset the postage to distribute.
- Other materials designed this summer that are now ready for distribution include the **USA Curling brochure**, the **Learn to Curl brochure** and the club poster. All of these items are saved as PDF files in the DropBox for you to view.

Media/Public Relations

- **Webstreaming:** We are close to finalizing our contract with the 12th End Sports Network for webstreaming the 2013 National Championships in Green Bay. This member benefit was well watched last season from Philadelphia and we hope to build upon that success with key improvements. More information to follow in the near future.
- **Nickelodeon:** Several young curlers were given the opportunity to audition for the TV show “Figure it Out” on Nickelodeon with taping set to take place this month. More details to follow.
- **Sochi 2014:** I continue to work on my Sochi 2014 communication plan and media strategy for working with Team USA and promoting the sport of curling through the media.
- **Super Bowl 2014:** We have begun preliminary discussions with Hoboken, N.J., about curling demos during the 2014 Super Bowl and throughout the 2014 Olympic Winter Games.
- **USA Curling Media & PR Committee:** No candidates are up for consideration at this time for the Bruce Bennett Media Award presented by USA Curling.
- **2013 Nationals:** We did a site visit to the Cornerstone Community Ice Rink in Green Bay this summer and continue to work closely with the host committee on all components of the upcoming championship, including media/PR, volunteer recruitment, webstreaming, etc.
- **Social media:** USA Curling’s social media pages continue to be a popular way to share breaking news, promote events & contests, and interact with our member clubs and fans. In a given day, I probably respond hourly to questions, inquiries, etc., on our social media pages and fan e-mail account.
- **USA Curling member club map:** We’ve been using Leland’s interactive member club map for more than a year now. If you have not checked it out yet, [click here](#). We always knew that there was interest during the Summer Olympic Games but never really had a way to quantify it in the past. From the opening ceremony of the London Games, our map was on fire with people looking up curling club locations and e-mailing us for information. This interest held strong throughout the Games and for a few days afterward. I am hoping Leland can run a report to show us the number of hits. I think what we learned from this is that there are many opportunities for clubs with “summer ice” and for us to do promotional events during the Summer Games as well.

Other significant ongoing projects (not all inclusive):

- 2014 Olympic Trials planning
- Contest promotions
- Media Sauce marketing work with Rick
- Championship event planning & marketing
- *Curling News* organizing, planning, writing, layout
- Daily communication outreach with the USA Curling community
- Daily website maintenance
- Athlete biography updates
- Sponsor/partner promotions and contract fulfillments
- Press releases
- Athlete media opportunities
- WCF media relations

United States

BONSPIELS / YOUTH CORNER / PLAYDOWNS / SPORT EDUCATION

Curling News

Official publication of the United States Curling Association

Established 1945

Dedicated
in memory of
Frank & China
Rhyme

Meet the President

Jim Pleasants takes
USCA reigns, P. 12

'Jamaica Me Crazy'

USWCA Senior
Bonspiel, P. 28

VOLUNTEER OF THE YEAR

Rochester curler earns
inaugural award

Fall 2012 \$5.00
Volume 68 Issue 1

www.usacurl.org



Event Services Manager Report

By: Dawn Leurquin for the Fall Board Meeting 2012 (9-10-12)

Following is a status report on various event-related tasks that are “in the works,” need to be completed, or have been completed. (I will be away on vacation and unable to attend the USCA Fall Board of Directors meeting).

Online Registration System:

- Events are open for online registration. Some regional information is still missing, (MN Club and Mixed Nationals). WWUGs information will likely be finalized soon. Afterwards, a host site will need to be located for the event and an online event registration site will be built. Officiating information, typically determined at the fall meeting, will be added to the Championships Schedule (posted on the Championships page under 12-13 Playdowns).
- The Sports Signup team has offered SMS texting capabilities that can be utilized if needed. This new feature is titled “Easy Alert.” They have also incorporated a “Team-Wall” feature, which teams can use to hold team-only discussions among themselves after athletes are rostered to respective teams.
- Entry checks should be a little faster going this season with a newer, *much* faster computer and laser printer (which should save a ton of money in ink costs compared to the old ink jet). The SSU System seems to be working great for users as well as on the administrative side. Certain features have been optimized to help process information more efficiently. Each registration site has its own post-deadline site that will automatically open after the deadlines close down the original sites. It should be possible to roster fifth players and coaches to the rest of the team, enabling other team members to find out if the individual being added has completed his or her registration requirements.
- Information on donations was inadvertently left off the spring ESM report, although there was a *Curling News* article dedicated to it. In case you missed it, online registration donations for the 2010-11 season (the first season donations were requested this way) totaled almost \$150. Using information provided by Fundraising Success, which Peggy Hatch is affiliated with, donations rose to over \$1,000 last season (2011-12). So far this season, of the less than 20 entries that have come in across all of the open events, \$85 has already been raised! Perhaps this year will be even more successful than the last!
- The MoPac regional chairs and officers have been in contact regarding the Junior Nationals event (they are in a conjoined region with CO, NE, and the At-Large states). I’ve mentioned that the other areas do not usually have junior teams that register to compete in the Nationals but encouraged them to reach out to Jonathan Havercroft, our At-Large Director.
- In an effort to make the Junior National background check process flow a little better, information (instructions) for junior coaches and adult representatives for teams, has been placed on the Championships page of the Web site. Also worth mentioning, National Center for Safety Initiatives (NCSI) information for clubs that wish to do their own background screens, has been placed on the “Inside the USCA” page of the Web site.

Outstanding Dues:

- This is the first season that the outstanding dues list is virtually nonexistent. The only individual left on the list is an individual who had tried out for wheelchair curling, and listed Madison Curling Club as the member club. Unable to curl due to a lack of required upper body strength, the impending suspension shouldn't be an issue. In any case, it appears that this method of checking and notification has been the most successful one to date. Athletes, clubs and regional organization people (if applicable), were all informed during the process this summer and worked with us to get the dues squared away for almost everyone on the list.

Site Selection

- A site will be required for the Winter World University Games after all the details are in order; however, all other events have a host site for the 2012-2013 season. Event dates have already been proposed for the 2013-2014 season, and we're currently waiting for approval so we can begin looking for next season's host sites in advance. This should make planning and prep work (budgeting, shipping schedule, etc.) much easier for the host site, as well as at the national office.

Hall of Fame Nominations

- One individual is being brought forth by the ACR Committee with a Hall of Fame nomination. Information will be presented by Richard Maskel, Athlete/Curler Recognition Committee Chairman. Christy will have the ballots and supporting nomination information for voting Board members.

Rules Book

- Sam Williams, Derek Brown and I, have been working on updating the Championships Rules Book and are getting closer to a finished product. The new edition will sport an updated title to differentiate it more from other procedure manuals that are utilized by the USCA national office. Changes inside the manual, will have the rules of curling section leading the other information, an updated table of contents, and an index that will show page number references, enabling the user to quickly and easily locate the information that they are seeking. Specific event format and other changes will be listed in a supporting albeit separate document.

FAQs

- An updated and more comprehensive version of the frequently asked questions has been posted on the USA Curling Web site.

I will look forward upon my return, to hearing about all the progress that took place at the board meeting. Best wishes for very productive meetings.

August 2012

Inside this issue:

WCF News	1
WCF News	2
WCF News & Media	3
Development	4-5
Events & MA News	6
MA News	7
Deadlines	8

Welcome

Since our May newsletter, curling activity in the northern hemisphere has calmed down for the summer, which has let us all catch our breath after another fantastic Championship season. However, for our Members in the southern hemisphere, their curling season is already in full swing.

Over the past few weeks the London Olympic Games have been the standout sporting event. They brought us some memorable displays of athleticism and sportsmanship of the highest standard which has certainly got us all excited for the forthcoming 2014 Olympic Winter Games in Sochi, Russia.

There has been a great deal of activity going on behind the scenes recently, not only here at the WCF, but also within our Member Associations. This newsletter covers just some of this activity and you can read more about most of these stories by clicking on the headers to take you to related websites.



Kate Caithness,

President of the World Curling Federation

Special points of interest:

- ITOs announced for Sochi 2014 (p1)
- New WCF staff appointments (p2)
- Search for WCF Annual Congress hosts 2013 & 2014 (p2)
- WCF Camps & Development News (p4)
- Event Deadlines (p8)

ITOs announced for Sochi 2014

At the beginning of June the World Curling Federation announced the names of the International Technical Officials (ITOs) who will officiate at the Olympic and Paralympic Winter Games in Sochi, Russia in 2014.

These ITOs will officiate at two test events in Sochi in 2013 – the World Wheelchair Curling Championship and the World Junior Curling Championships.

Leif Öhman (SWE) and Keith

Wendorf (CAN) are the official Technical Delegates (TD) for the 2014 Winter Olympic Games. Eeva Röthlisberger (SUI) is the TD for the 2014 Winter Paralympic Games and Allen Coliban (ROU) Assistant TD.

New WCF staff appointments

The World Curling Federation has welcomed four new members of staff over the past three months.

Thelma Black joins the Federation as Finance Controller and replaces Liz Burns who has retired following 16 years of service at the Federation.

We were also delighted to

announce the appointment of Darrell Ell from Lethbridge, Alberta, Canada, who has also been appointed as a full-time Competitions and Development Officer.

Darrell is joined by Scott Arnold from London, Ontario, Canada and Allen Coliban from Brasov, Romania as Competitions and

Development Officers (CDOs), both of whom join the WCF on a part-time basis.

Pictured right are the WCF's new CDOs. *From top to bottom:*

- Darrell Ell
- Scott Arnold
- Allen Coliban



WCF Delegates visit Sochi

WCF Technical Delegates Leif Öhman, Keith Wendorf and Eeva Röthlisberger visited Sochi, Russia in July to check on the progress of work for the curling competitions at the Sochi 2014

Olympic and Paralympic Winter Games.

The WCF Technical Delegate team reported that the development of the facilities and venues in Sochi is very impressive. They are pleased

that the Olympic Curling Venue will be completed in time to host the test events early next year.

Photo: Eeva Röthlisberger & Leif Öhman in the Ice Cube Curling Center (WCF)

WCF Congress

The first World Curling Federation Annual Congress will take place between 16 and 20 October 2012 at the Turnberry Resort in Scotland. So far, representatives from 38 Member Associations have confirmed their attendance, which is fantastic.

We are still looking for bids to host the WCF Annual Congress in 2013 and 2014 and would ask any Member Association to notify us of their interest in holding the event in either year by **1st October 2012**. The dates are as follows:

- WCF Annual Congress 2013 (**26 August to 2 September**)
- WCF Annual Congress 2014 (**25 August-1 September**)

For more information about the bidding process please contact info@worldcurling.org



Photo: Turnberry Resort

London Olympic Games 2012

Colin Grahamslaw and I had the pleasure of spending some time at the London Olympic Games. Prior to the wonderful Opening Ceremony, we attended the opening of the 124th International Olympic Committee (IOC) Session at the Royal Opera House and numerous IOC meetings.

During our stay we visited several venues and witnessed many medals being won. The atmosphere was unbelievable and all of the volunteers, emergency services, armed forces and everyone else working during the Games truly epitomized the Olympic Values.

Our visit proved to be an excellent networking opportunity which enabled us to meet representatives from many of the summer sports, sporting organisations, public bodies, businesses and individuals, all with whom we share the common goal of developing sport.

I return to London at the start of the Paralympic Games with Eeva Röthlisberger where we will attend the Opening Ceremony. We also have several meetings arranged and hope to have the opportunity to visit some of the Paralympic sporting events during our time in London.



Salt Lake City gold medalist, Rhona Martin (GBR), carries the Olympic Torch through Glasgow



SportAccord

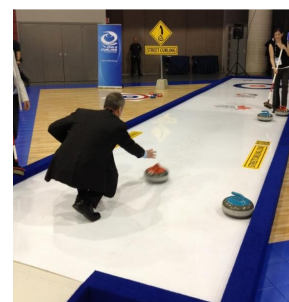
In May, Colin and I attended the SportAccord International Convention which was held in Quebec City, Canada.

The WCF, working with Rock Solid Productions Inc

and the Canadian Curling Association, showcased a unique curling experience, offering delegates the opportunity to play curling on a synthetic curling sheet.

We also attended construc-

tive meetings with the IOC, Association of International Olympic Winter Sports Federations (AIOWF), delegates from Sochi 2014 and PyeongChang 2018 and various other organisations.



SportAccord visitors get to try out curling
Photo: WCF



The 2012 ECC website and Facebook page are now live

Media

We have launched two **new event websites** over the summer: for the Le Gruyère European Curling Championships 2012 in Karlstad, Sweden <http://ecc2012.curlingevents.com> and the Pacific-Asia Curling Championships 2012 in Naseby, New Zealand <http://pacc2012.curlingevents.com> Within the next few weeks, the website for the World Women's Curling Championship 2013 <http://wwcc2013.curlingevents.com> will also be launched. **New Facebook pages** have also been created for some of these Championships. Feel free to 'Like' both www.facebook.com/EuropeanCurlingChampionships and www.facebook.com/Pacific-AsiaCurlingChampionships

Athlete, coach and team **Social Media Guidelines** have also been updated and can be found here: <http://www.worldcurling.org/athletes-coaches-team-resources>

DEVELOPMENT

WCF / DCV Hummelt Curling Camps (Füssen, Germany)

Between 23 June and 7 July 2012, the WCF, with the support of the German Curling Association (DCV), worked together to host several curling courses.

These included an Ice Technician Course, Advanced Umpire Course, Level I Technical Instructor Course and the 14th annual WCF / DCV Hummelt Junior Curling Camp.

185 participants from 27 Member Associations attended the courses and the Junior Camp.

The success of these camps was illustrated by the fact that the Junior Camp was yet again fully booked this summer.

We would like to extend special thanks to the DCV, the Ice Sport Center in

Füssen, all the instructors, assistants and especially Eeva Röthlisberger and Liz Munro who helped to make Füssen 2012 such a great success.

We look forward to welcoming new participants next year and would encourage anyone interested in attending next year to apply as soon as possible.



Füssen 2012 - Ice Technician Course

Photo: WCF



WCF Adult Curling Camp (Prague, Czech Republic)

The 6th WCF Adult Curling Camp was held between 25 – 29 May 2012 and welcomed fifty one adults from 16 different Member Associations.

Thanks to the Curling Club of Prague, the instructors,

Eeva and Liz from the WCF, and the elite athletes who together helped run what proved to be yet another top level curling camp.

We are confident that this camp will continue to grow in popularity and look for-

ward to welcoming more participants next year.

Photo: Antonio de Mollinedo demonstrating a balance drill (WCF)

WCF Questionnaire

As you may already be aware, the WCF would like to hear what you think about the Rules of Curling. Over the next few months, the WCF will be researching the possibility of changes to the rules which could enhance and improve the game. We value all input and would like to encourage all athletes, coaches, administrators, spectators and members of the media to get involved. The aim of this consultation is to improve our sport and with your help we can make that happen.

Although this consultation process is now underway, any changes would only be implemented after the 2013/14 curling season. Complete the questionnaire on our website:

<http://www.worldcurling.org/world-curling-federation-wants-your-views-on-rules>



Time-outs - one topic of debate in the WCF Rules Questionnaire

Photo: WCF/Richard Gray

DEVELOPMENT

Korea coach / instructors and officials courses

In association with the WCF, the Korean Curling Federation (KCF) hosted courses for curling coaches/instructors and officials between 6-10 August in Jeonju City.

30 curlers, including instructors from all 17 of the Provinces and Associations that makeup the KCF attended the courses which were conducted in two parts

over the five days.

The first was a technical component course for coaches/instructors which was presented by our newly appointed Competitions and Development Officer Darrell Ell, with assistance from two members of the KCF.

The second component was a course for officials, with

KCF officials providing the instruction.

This course proved to be extremely successful and plans are being developed to offer similar assistance to other Member Associations as interest in our sport continues to grow, particularly in this region, ahead of the 2018 Olympic Winter Games in PyeongChang, Korea.



Tae-Oh Gil (KOR) Instructor for the Officials Course showing participants measuring techniques
Photo: WCF



Team KOR at WWhCC 2012
Photo: KOSAD / Young Bok Kim

Wheelchair Curling courses: Korea and Finland

The WCF, in association with the Korea Wheelchair Curling Association, is running a Wheelchair Curling course in Wonju, Gangwon Province, from 21-23 September 2012.

There are 20 spaces available on this course, which will be presented in English.

In Lohja, Finland, the WCF will be running a one day International Wheelchair Curling Classifier Workshop

on 2 November 2012.

There are only 10 spaces available on this course, which will also be presented in English. To sign up and get more information visit

www.wcf-camps-courses.com

WCF Adult Curling Week, Slovakia

The WCF, in association with the Slovak Curling Association, is running an Adult Curling Week in Ružinovská Curling Hall, Bratislava from 23 to 28 October 2012.

The week will be split into three separate courses. The first will be a Curling Basics course (23-24 Oct) covering basic aspects of the sport, while the second, an Advanced Curling course (25-26 Oct), offers a deeper perspective on competitive curling. The third is a WCF Level I Instructor course (27-28 Oct) for those considering a future role as a curling instructor. Courses will be conducted in English. For 20 people, aged 18 and over. **Application deadline: 9 October 2012**

To sign up & get more information visit: www.wcf-camps-courses.com



Bratislava to host a WCF Adult Curling Week in October
Photo: <http://visit.bratislava.sk>

Events

The WCF is still encouraging Member Associations to submit bids for the following championships and would advise that all Associations submit their interest as soon as possible. The WCF is currently seeking bids for:

- European Junior Curling Challenge 2014 (3–8 January)
- World Senior Curling Championships 2014 (21-27 April)
- World Mixed Doubles Curling Championship 2014 (12-19 April)
- WCF Olympic Qualification Event 2013* (11 – 15 December)

2014 Bid Deadlines: As soon as possible. Latest decision at the WCF Congress October 2012.

* 31 December 2012 is the deadline for bidding. The decision on the successful host of the WCF Olympic Qualification Event will be made by 15 April 2013.



Curling events can generate an economic boost for Members Associations, local communities and host cities **Photo:** WCF/CCA/Michael Burns

MEMBER ASSOCIATION NEWS

Canada

The CCA has changed the qualification process for their men’s and women’s national championships.

From the 2014-15 season, the Tim Hortons Brier and Scotties Tournament of Hearts will become 15-team

events. However, some of the teams will have to play a pre-qualifying event in order to qualify for the main 12 team draw.

The Brier will see a Team Canada defending champion entry.

The Scotties will also allow a representative from Northern Ontario to enter the championship and the three Territories— Northwest, Yukon and Nunavut, will all each get to field separate entries.



The format of Canada’s National Championships will change

Photo: CCA/Michael Burns



Curling on the Idaburn Dam **Photo:** Simon East Photography

New Zealand



The New Zealand Curling Association and Auckland Curling Club took advantage of the temporary Paradise Ice Rink on Aotea Square in Auckland City Centre in June. The club had two sheets in play, one with a demonstration game while the other was available for the early-morning onlookers wanting to give the sport a try. Although Auckland Curling Club only had an hour on the ice early in the morning, they were able to introduce our sport to a lot of people visiting the attraction.

Elsewhere in New Zealand, a National Bonspiel was held on natural ice on the Idaburn Dam in Oturehua for the fifth time since 1995. Open to all 36 curling clubs throughout the country, over 250 curlers were in action over the two days. Photographer Simon East <http://simoneast.com> captured some stunning shots at the event.

MEMBER ASSOCIATION NEWS



USA

The USCA is looking forward to the opening of two new facilities in Wausau and Milwaukee. Members of the Wausau Curling Club have been working for more than a year to ensure that their new facility will be one of the best in the country. The club raised more than \$3.5M from private donors to build this facility which will be home to eight sheets

of Olympic-size ice. The construction is set to be completed by November.

The Milwaukee Curling Club meanwhile will be moving into a new five sheet facility in Cedarburg, Wisconsin. The new \$3.8M, 28,000 square foot multi-use venue is due to be completed by October 2012.

The Nutmeg Curling Club and USCA have also partnered to host a Five Elements of Curling Technique Clinic (28-30 September), geared toward experienced curlers of all levels. Olympians, Team USA athletes, and/or international-caliber coaches will work directly with curlers. For more information visit www.usacurl.org



Groundbreaking at the new home of Wausau Curling Club

Photo: USCA

Norway



IOC President Jacques Rogge is presented with 'Fancy Pants' in Norway
Photo: www.tv2.no

IOC President Jacques Rogge had the pleasure of opening Lillehammer Curling Arena in June.

The four sheet facility is the latest dedicated curling facility to open in Norway. Within the last year, half a dozen new curling facilities

have opened their doors to the public.

Rogge was assisted at the opening ceremony by Norway's Minister for Culture Anniken Huitfeldt. WCF Vice-President Bent Ånund Ramsfjell and Norwegian Curling Association Secre-

tary General Pål Trulsen also attended.

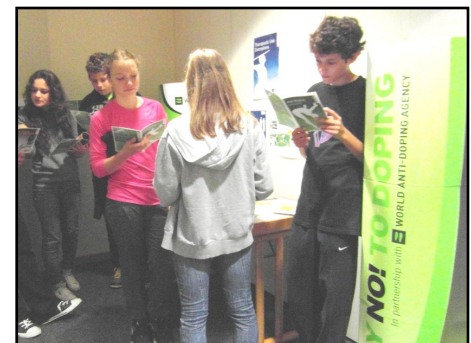
To mark the opening of the new facility in Lillehammer, Rogge was presented with a pair of Norwegian curling pants by Bent Ånund Ramsfjell.



Other News

At the WCF / DCV Hummelt Junior Curling Camp in Füssen, youngsters were given an opportunity to learn more about anti-doping and WADA as part of the WCF's ongoing **anti-doping education programme**.

And finally, it appears that our sport has captured the interest of yet another celebrity follower... **United States** President Barack Obama confessed to watching our sport on a US Chat show. Although his schedule is pretty busy I'm sure we could arrange for a quick game with him somewhere, somehow. Watch his interesting admission on the Business Insider website <http://articles.businessinsider.com>



Junior athletes in Füssen learn more about anti doping
Photo: WCF

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Deadlines

Member Associations are reminded of the following team entry deadlines:

Events

- European Junior Curling Challenge 2013 (Prague, Czech Republic)
15 September 2012
- Pacific-Asia Junior Curling Championships 2013 (Tokoro, Kitami-City, Hokkaido, Japan) **15 September 2012**

Courses

- International Wheelchair Curling course, Jeonju, Korea (21-23 Sept)
11 September 2012
- WCF Adult Curling Week, Bratislava, Slovakia (23-28 Oct)
9 October 2012
- International Wheelchair Curling Classifier Workshop (2 Nov)
15 October 2012

For further information or if you have any questions about these or any of our other Championship events or courses, please contact the WCF Secretariat via the contact details provided (left).



Visit our website:
www.worldcurling.org

Next Edition

With my next newsletter due in November, we look forward to bringing you news from the Inaugural World Curling Congress in Turnberry in October. We will also have updates from our visit to the London 2012 Paralympics and our first event of the year, the World Wheelchair Qualification event in Lohja, Finland early in November.

If you wish to share any suggestions, news or information about activity that your Association has been un-

dertaking in our next newsletter, please contact the WCF Media and Communications Team via media@worldcurling.org no later than 31st October.

Yours in curling,

USWCA Report to the USCA Board of Directors

September 15, 2012

This will be brief as the USWCA has not met since I last reported to you. The organization is busy preparing for our Fall meeting to be held next weekend in Madison, WI. Bridget Matzke of the Madison Curling Club is our 2012-2013 President. (The meetings for each curling season are held in the region of the current President; Presidency rotates through each region on annually.)

The USWCA Circuit is entering its third season. The Circuit is designed with the goal of encouraging women to curl outside of their clubs and thus improve their level of curling as well as promoting greater participation in women's bonspiels. All prior sponsors are returning. Debbie McCormick's Goldline Mobile Pro Shop is a new sponsor for the WI region and I am finalizing another new sponsor.

The Promotions committee sponsors programs of value to grassroots and women's curling as approved by the Board of Directors. We are funding our third junior supply distribution to member clubs this season. Thus far over \$12,000 has been distributed in brooms, stabilizers, sliders, etc. to juniors.

The new merchandise the USWCA rolled out last season has been a great success, curling jackets with a US motif and curling jewelry were big hits.

The Senior Friendship Tour exchange with Canada will be heading across the border on October 31st. 16 women from across the US (distributed evenly by region) will be curling for 2 weeks throughout the province of British Columbia.

USWCA regions (there are 5 regions, 4 areas) were established with the aim of balancing the number of curlers in each. The significant growth of curling in general has resulted in skewed numbers in our regions so we are considering a realignment. Regions are used to determine participation in national bonspiels, Tours to Canada and Scotland, rotation of Officers and do not affect our voting processes.

The Development fund is working with our Juniors committee to provide a coaching clinic for beginning junior coaches in conjunction with the USWCA Junior bonspiels.

As the new liaison I will be looking for opportunities where the USCA and USWCA can combine efforts on programs maximizing our resources and impact on curling throughout the United States.

Jennifer Stannard
USCA Director
USWCA Liaison to the USCA