



**UNITED STATES CURLING ASSOCIATION  
Board of Directors Meeting  
April 12/13, 2014  
Hilton Minneapolis/St. Paul Airport MOA**

**Board Meeting**

**Board meeting in Riverside 1pm-6pm Saturday, April 12 & 8am-12pm Sunday, April 13, 2014**

**1. Call to order (Pleasants)**

President Pleasants calls the meeting to order at 1:00 p.m. He indicates that we will begin with the BOD meeting to accommodate the possibility of nominations from the floor and to accommodate the 18 hour requirement. He orients everyone at the meeting to the seating arrangements that will facilitate meeting activities. He reminds the audience that only Directors can speak at the board meeting and discussion at the Members Meeting will be limited to members only.

**2. Welcome and introductions (Pleasants)**

Introductions. Pleasants welcomes everyone to the meeting. There were no new members to introduce.

**3. Roll call (Krailo-Lyons)**

Present: Paul Badgero, Kent Beadle, David Carlson, Gabrielle Coleman, Pete Fenson, David Flippo, Dean Gemmell, Jeff Hannon, Cyndee Johnson, Nick Kitinski, Jan Legacie, Rich Lepping, Gwen Krailo-Lyons, Gordon Maclean, James Pleasants, Allison Pottinger, Leland Rich, Sean Silver, Chris Sjue, Jennifer Stannard, Scott Stevinson, Mark Swandby, Ann Swisshelm, Sam Williams.

Absent: Craig Brown (AAC), Maureen Clark (AAC), Troy Gorans, Peggy Hatch (WCF Rep), Beau Welling.

Krailo-Lyons confirmed a quorum is present.

Also present: Alan Ashley-Chief of Sport Performance, USOC; Gary Johansen-Associate General Counsel, USOC; Kelly Skinner-Director of Sport Performance, USOC; Michael Dry; David Franklin; Karen Franklin; Lon Peper; Scott Stevinson; Amelia Young; Rick Patzke-COO; Terry Kolesar; Christy Hering; Jenny Biadasz; Kim Nawyn; Michelle Schleibaum; Sandy Robinson; Derek Brown; John Benton, Project 2018 Coach; Kevin Madsen; Shawn Olesen; David Staveteig.

**4. Appoint parliamentarian (Pleasants)**

Pleasants appoints Dave Carlson parliamentarian.

**5. Additions/changes to printed agenda (Pleasants)**

There are no changes to the printed agenda, and asks that if there are things that they will bring up under new business to inform him.

**6. Approve Minutes of Previous Board Meetings (Pleasants)**

Board of Directors Meeting September 14-15, 2013- Rich Lepping moved to approve minutes, seconded by Mark Swandby. There were no additions or changes. Motion carries unanimously.

**7. Ratify the actions taken by the Executive Committee (Pleasants)**

Pleasants reviewed the items approved at the two Executive Committee meetings held by teleconference:

A. 12-9-2013 Executive committee met by teleconference

- i. Approved changes to stone purchase for WCF stone rentals
- ii. Approved WCF scraper loan for Hibbing Curling Club
- iii. Gave final review and approval of the Denver Curling Club's WCF Construction Loan application.
- iv. Approved evaluation criteria/goals for COO

Dave Carlson moved, seconded by Mark Swandby. Motion carries unanimously.

B. 1-26-2014 Executive Committee met by e-mail

Approved partially unbudgeted expenditure in excess of \$5,000 for Vernon Davis appearance as honorary team captain at Sochi Olympics. Pleasants notes that level of expense required Executive Committee approval. He indicates that the actual cost was greater than originally anticipated, and notes the value of the participation of Vernon Davis and the support he has shown for Curling. Dave Carlson moved, seconded by Gabrielle Coleman. Actual cost was \$10,000 in response to question by Nick Kitinski during discussion. Motion carries unanimously.

**8. Nominating (Leland Rich)**

Leland Rich reports the Nominating Committee met many times.

A. President

From Nominating Committee: David Carlson

Nomination from floor by Gabrielle Coleman: David Flippo

No further nominations

Ann Swisshelm moved to close nominations, seconded by Jennifer Stannard. Motion carries unanimously

B. Vice Presidents

From Nominating Committee: Rich Lepping and Sam Williams

Nominations from floor called three times with no response

Dave Carlson moved to close nominations, seconded by Gwen Krailo-Lyons. Motion carries unanimously

C. Treasurer

From Nominating Committee: Sean Silver

Nominations from floor called three times with no response

Rich Lepping moved to close nominations, seconded by Gwen Krailo-Lyons. Motion carries unanimously

## 8. Continued-

- D. Secretary  
From Nominating Committee: Gordon Maclean  
Nomination from floor by Paul Badgero: Gabrielle Coleman  
No further nominations  
Dean Gemmell moved to close nominations, seconded by Jeff Hannon. Motion carries unanimously.
- E. Board-elected  
From Nominating Committee: Beau Welling.  
Nominations from floor called three times with no response  
Rich Lepping moved to close nominations, seconded by Sean Silver. Motion carries unanimously.
- F. WCF Representative  
From Nominating Committee: Jennifer Stannard  
Nomination from floor by Jeff Hannon: Gwen Krailo-Lyons  
No further nominations  
Jeff Hannon moved to close nominations, seconded by Dave Flippo. Motion carries unanimously.
- G. Rich notes that toward the end of the meeting on 4/13 any of the candidates will be given an opportunity to speak prior to the vote.

*Adjourn to Members Meeting 1:15p.m.*

*Meeting reconvenes, 3:28 p.m.*

**9. Report from USOC Guests**

- A. Pleasants introduces Alan Ashley of the USOC. Mission: Sustained competitive excellence and inspiring Americans. Alan's department is responsible for taking the resources of the USOC and deploying them within the 47 National Governing bodies.
- B. Ashley congratulates the USCA on the passage of new bylaws. The new bylaws will empower the USCA to take care of the grassroots and high performance.
- C. Ashley addresses the tradeoff between high performance programs and grassroots development. He notes that they are not mutually exclusive. When an NGB does everything they can as a sport to help their highest performing athletes achieve internationally, that excellence piece is on display and engages and attracts athletes in the pipeline. Excellence at the highest level will impact a new generation of athletes.
- D. Ashley references the concerns expressed in the USOC letter and bullet points.
  - i. The bylaws have changed. Check that off.
  - ii. Commitment to be #1 in the world. We're going to figure this out. Partnership. Oftentimes people view the USOC as Big Brother. Ashley simply wants to establish clear expectations – that we're going to make the best use of high performance resources. It is our responsibility to provide the proper training environment to compete with the rest of the world. Together we need to figure out how to fund, organize and lead a great program for our athletes. If we can agree that the partnership is founded on the idea of giving the athletes the best environment in which to compete we are moving on the right track.

## 9. Continued-

- E. Question: what happens when it doesn't work – when there is not success?  
Answer: The staff gets fired. The leadership has to have the sense of urgency that they are accountable and their feet will be held to the fire.
- F. Question: what determines if an NGB continues?  
Answer: Alan demands a NGBs to develop a High Performance Plan to demonstrate how they will train and improve. This HPP is reviewed by the USOC. The staff has to provide this within a month.
- G. Question: What would the USOC accept as the minimum improvement?  
Answer: We need to see progress in international performance with improvement in the standings. NGB will identify specific events – important to compete in higher levels of competition and win rather than going to the weaker competitions and winning. Progress would be the continued assessment of international competition. Seeing what they are doing well and adjusting accordingly. Look at best practices – look at training. Look at the details of our sport and identify areas where we need to improve and here is our plan. The HPP is a roadmap for training athletes and the USOC helps service the plan.
- H. Ashley talks about the USOC's relationship with the NGB. Performance Partnership Agreement spells out the agreement between the USOC and the NGB. The USOC really wants the NGB to successful – we need to plan for it, to execute against it – must move with it. That's where the staff becomes accountable.
- I. Question: How much money DAS should there be?  
Answer: This varies from sport to sport. NGBs look at the funds available and prioritize. The only thing that's consistent is establishment of benchmarks. The recognized benchmark is international competition.
- J. Ashley congratulates the USCA and thanks the USCA.
- K. Pleasants thanks the USOC representatives.

**10. Chief Operating Officer (Patzke)**

Report (COO report is in Dropbox) on High Performance Plans and Changes under Discussion (Rick Patzke and Derek Brown)

- A. Patzke introduces Jenny Biadasz, Administrative Assistant who helped organize this meeting.
- B. Patzke notes that this Olympic season was made easier by social media and other digital methods of making information available. He notes the value of NBC's Project Gold Map.
- C. Patzke lists sponsor renewals including Nike and AtomAmpd. RAM will likely renew and he anticipates that Brooms Up will also continue its sponsorship.
- D. Six coaches participated in a WCF coach mentoring program held during the Women's World Championship in Saint John. Patzke reports that we are working with the USOC and their mobile coaching platform.
- E. Patzke notes that Paralympian Patrick McDonald will be participating in a USO-type program (American 300 series) that pairs athletes with military personnel, to be held at Barksdale AFB in Louisiana.
- F. HPP presentation will be April 30 – Derek Brown, Pete Fenson and Patzke will be going to Colorado Springs to make the presentation.

## 10. Continued-

- G. Question: What will be happening with the Continental Cup?  
 Answer: The WCF is interested in bringing an event back to Las Vegas. We need an excellent international event including Canadian teams and ticket buyers. January timing is good. We will continue discussions. The Nevada hosts and Las Vegas CVB would like to see the Continental Cup or a similar event return to the area.
- H. Question: Could we consider using a supplier for apparel?  
 Answer: Nike has first option of renewal and has increased our allocation of clothing. Patzke discusses the possibility of customizing team apparel. He notes that we have received inquiries from other apparel providers. Pete will be involved in tweaking some of the team apparel.
- I. Question: How is our relationship with NBC?  
 Answer: NBC is very happy with the ratings for curling. NBC expressed hope for the U.S. to remain in the Olympics and would like to see us doing better in the world rankings. Rick is meeting with them in May to discuss future programming opportunities. Many people in U.S. thought they were watching live action of the Olympic Qualifying Event on NBCSN instead of tape-delayed.
- J. Question: What are your plans for Coaching Development area?  
 Answer: Short-term is to have completion of the Youth and Junior Certification Program. Coaching Mentoring program in Canada – we are looking at doing the same thing in the U.S. this fiscal year. Long-term, resources permitting, we would like to fill the Coaching Development Director position in 2014-15.
- K. Question: is there a tie between NBC coverage and attracting sponsors?  
 Answer: you would think so, but that hasn't materialized.
- L. Question to USOC: The USOC has a list of 5 top sponsors. How long is that for? How best could we carve out, without jeopardizing the Top Sponsors?  
 Answer: That is a question for another USOC staff member. NGBs are free to go out and get their own sponsors. It is definitely possible and not something that the USOC would block. Rich Lepping pointed out that the USOC retains product exclusivity in some categories. Their arrangement with McDonalds prevents Taco Bell from investing in curling. Alan did not have complete answers for Rich Lepping and advised Rick to visit this topic with Lisa Baird.
- M. Patzke reports that the Second Annual Hawaii Charity Classic is tentatively set for September. The first was a rousing success. The entry fee (donation) is \$6,000 per team. The organizers in Hawaii bought 5 sets of rocks and filled the event with 16 teams.
- N. High Performance Program presentation. Patzke and Derek Brown reported on the 2013-14 season. They are still accumulating the data from athletes and coaches. Brown was hired in 2011 and the initial focus was on completing the 2011-14 quadrennial high performance plan, getting the HP staff in place, and beginning to work with athletes with an ultimate goal of success at the 2014 Olympics. The measure of program progress is longer term, however, especially as not all of the Five Pillars of success as reviewed by the USOC have not been fully supported by the USCA. A truer measure of HPP progress will be results by 2018 Derek Brown presents:

## 10.N. Continued-

- i. 2013-14 recap. Started season with 9 Olympic Trials teams, 2 junior teams, 2 WWUGS teams. Derek is the only full time person on the HP staff. We also have two part-time national team coaches and two part-time development coaches. For the past season, the HP program had 60 athletes on 15 teams, supported by these five staff people Detailed program results were provided to all Directors prior to the Board meeting. Brown reviewed the training opportunities including a number of HP camps in Blaine in September and international events our teams participated in, including the Olympic Qualification Event. Brown reviews the Olympic and World championship results. Brown notes international competitive successes on the women's side.
- ii. Vision
  - a. Sustained competitive excellence
  - b. Win medals at all levels
  - c. Support our best athletes
  - d. Targeted resources. Can we support 60 athletes? Are we going to have the same level of resources for the coming year? If not, we need to focus what we do have.
  - e. Create a Team USA identity
- iii. Process (developing a Quad Plan)
  - a. Planning started in summer 2013
  - b. HP Plan presentation to USOC 4/30/14
  - c. HP Plan deadline 5/2/14
  - d. USOC Response by 5/31/14
  - e. Communications to athletes asap
  - f. Target to select HPP athletes by June 30
- iv. Proposal
  - a. Coaches to select HPP individuals/teams. We are looking at what other countries have been doing.
  - b. Maintain current BOD policies:
    - 01. 2-track system
    - 02. Decided on the ice
    - 03. National Championship a significant part of world team selection
    - 04. Non-program teams have opportunities
  - c. 5 Athlete Groups for 2014-15
    - 01. HP elite teams – A and B teams (2 men's and 2 women's teams)
    - 02. WWUGs (there is a timing conflict with WWUGs and Nationals)  
There are a number of Olympians who participated in WWUGs.
    - 03. Juniors
    - 04. 2014 National Champions
    - 05. Non-program teams
    - 06. Brown discusses his experience with hand-picked teams – it can and does work

## 10.N.iv. Continued-

- d. 5 Keys to Success
  - 01. Right athletes
  - 02. Right coaches and staff
  - 03. Right training and facilities
  - 04. Right competitions [putting together a list of all the top teams in the world and analysis of their success to ensure we're working with the strongest and best events]
  - 05. Right leadership
- e. 5 Pillars (USOC)
- f. Accountability
  - 01. USCA BOD – to USOC
  - 02. COO – to BOD and USOC
  - 03. DHP – to COO
  - 04. National Coaches to DHP
  - 05. Team Coaches to NC
  - 06. HP Staff to DHP and NC
  - 07. Athletes – DHP, NC, TC, HPS
- O. Question: What is the 2-track system?  
Answer: 2-track system allows any team to compete in events and win at Nationals and represent the US in Worlds
- P. Question: How much interference have you had from the BOD?  
Answer: From whole BOD, not much, but from individual Directors and some committees – a lot. This is the start of a new quad and therefore a new qualification system which will be a points-based system for Worlds qualification.
- Q. Question: Have we been changing plans each year?  
Answer: The only change is a new qualification system for 2014 World Championships. We will review the process that was in place in 2014, and Brown doesn't envision any major changes in 2015.
- R. Question: Could you please talk about the timeline?  
Answer: Preliminary planning started last summer with Brown, Patzke, and Fenson, who also talked to athletes and other staff. Ongoing discussion with athletes, board members, staff continues. Ashley responds to question about USOC response on May 31. All winter NGBs submit their HP Plan and the USOC has dialog with each so they have a clear understanding of the proposal. The USOC will use the plans to determine how to allocate resources available to the USOC to the NGBs who are petitioning for funding. Patzke notes that the plan must also address the USOC's 5 Pillars. The plan is about long-term success.
- S. Question: Can the timeline be made public?  
Answer: Yes. You can say that a response from the USOC is expected by May 31.
- T. Question: Will we be reducing our coaching staff?  
Answer: Brown indicates we can't answer that at this time. It will depend of funds available.

## 10. Continued-

- U. Question: How do you evaluate coaches?  
 Answer: Brown discusses the challenge of finding coaches who have the right balance of knowledge and skills sets. Patzke indicates we've used feedback from our HP teams and athletes as part of the evaluation. He reports that that the plan is to use a 360-degree approach to evaluating all staff, including in-office staff.
- V. Question: What are the resources that will be available for support of teams apart from financial support?  
 Answer: Resources are always a challenge. We need to add a sports psychologist, for example, but have not had one for three years. We need to identify what will most help our athletes to be best in the world. Every team has different needs. We are trying to address all of that.
- W. Question: How can people get access to the HP resources?  
 Answer: It has been achievement based. The coaches are the hired experts and are positioned to select the best athletes.
- X. Regarding 360-degree feedback. Dean wants to ensure that athletes can provide feedback that will be confidential and anonymous. Or if it's not anonymous, that athletes are protected, that their information is given in confidentiality.
- Y. Question: What would you like Directors to take back to their constituents, to communicate to constituents? What would you like us to say?  
 Answer: It's not brand new – this was in the 2011-14 HP Plan. Self-formed teams and HP teams have been in the plan since the last quad. We hand-picked teams for the WWUGs playdowns. One team finished 5th – our best result this season. Tell your constituents that it's still a wide open process – it's a balance between hand-picked teams and self-formed teams. We had five teams in the top 50 on the Men's side of Order of Merit rankings (OOM) and 4 teams in the top 50 on the women's side on OOM. International competition is a known factor and we know we have to succeed there. We have world-class ice and rocks. Be supportive of what's being put forth in the policies of the Board.
- Z. Question: Are you getting acceptance from athletes or pushback to parts of the program?  
 Answer: There has been general acceptance of Derek's proposals. There are always athletes who don't like certain things. Most of the athletes were open to and supportive of what we are offering.
- AA. Question: Perception is reality. We're putting a lot of power in the hands of our coaches. What protection do we have in place to prevent abuse or misuse of power?  
 Answer: We have to stand behind our code of ethics. Athletes have the option to provide feedback to someone other than coaches or the Director of High Performance. Some athletes may be afraid of retaliation if they speak up against a coach. Pottinger reports that the AAC is surveying all athletes who have participated in the HP Program for the past three years and can be the voice for those who wish to remain anonymous. Ashley notes that if you are clear about how you're going to select your teams and athletes, then they know those expectations. Work hard on being transparent, consistent and clear.



## 10. Continued-

- BB. Question: How have things improved since you (Derek Brown) were brought on?  
 Answer: Things are improving. The Olympic results on the women's side were a surprise. In Vancouver we finished 10th and 10th, so we did not improve in 2014. Derek felt we had two good teams at the Olympics and expected at least one to be a medal contender. Our rankings in the World OOM have improved dramatically. We have world-class athletes in a number of positions. There have been fantastic performances by individuals. But having four players performing well all at the same time has been difficult.
- CC. Patzke concludes by expressing a commitment to excellence and to improving communications going forward.

11. **Finance Committee (Bernauer)**

- A. Bernauer reports that we reviewed the report of the audit. Operating results are a surplus of \$81,000. The committee reviewed the audit management letters. They had only two items: we are too small to be able to segregate duties, and we do not have professional staff that can prepare financial statements in accordance with GAAP. A clean audit.
- B. We asked staff to prepare a forecast of year-end 2013-14. In the staff estimate we are coming short of the deficit that was budgeted. We are short of budget by approximately \$75,000 but with the surplus of the last few years we should be ok.
- C. We looked at our balance sheet to see if there are any issues to report to the Board. Our cash is in an excellent position with \$640,000 cash on hand. We are working to have a cash balance that could cover 6 months of expenses.
- D. World Curling Federation Stone Program. All of the stones we have are spoken for. No clubs are past due and some clubs nearing the end of their contract have prepaid. We may be ordering 9 sets of additional stones.
- E. World Curling Facility Construction Loan Program. The Potomac project was completed several years ago. The Denver Curling Club has been fully funded for a \$200,000 construction loan. We have one more club, San Francisco, that is beginning the application process, and that application will be addressed at the Finance Committee.
- F. Bernauer reported if we have application for ice maintenance machinery, the committee recommends that we require the same documentation and collateral as we do for facility construction loans.
- G. Bernauer reports that staff requested a review of the per diem rates, and have been asked to research the issue and make a recommendation to the committee.

12. **Treasurer (Silver)**

- A. Treasurer's report is posted in Dropbox.
- B. As an organization we have a solid cash position with no immediate or short-term concerns about liquidity during the annual funding and expense cycles.
- C. Budget overview for 2013-14
- i. We budgeted for a loss year consciously to support growth of the organization during an Olympic year. It was a strategic focus.
  - ii. We approved 100% of the funding requested for G&D and Member Services and we are already seeing growth in membership.

## 12.C. Continued-

- iii. We have noncash items in our budget – depreciation and amortization.
  - iv. Of our total revenue budget, dues are about 24%. When the USOC is asking how we support our HP Program, it's via our sponsorship, championships and sources of income other than member dues. We do have a financial commitment to the HP Program.
  - v. USCA general expenses. The largest component of that is Non-HP staff. That area includes Growth & Development staff.
- D. Forecast for 2013-14
- i. (\$121,000) anticipated loss vs. budget of (\$44,000) – a negative variance of (\$77,000) – this is very preliminary.
  - ii. Key gap is projected new revenue from fundraising plus a variety of less significant unbudgeted expenses. Fund Raising Manager was not hired until December and did not have a full year in the position, as originally contemplated in the budget.
  - iii. A full line item review will occur as part of 2015 budgeting with an update provided to the Board.
- E. Liquidity and Financial Condition  
This does impact how we will approach 2015.
- F. 2015 Budget Development
- i. The new board will need to approve the 2015 budget. The process has already started. We had already transitioned the staff developing the budget and presenting it to an informal budget group. The budget group will get this into the Board's hands. We won't be in a position to budget for a loss in 2015. There is uncertainty around the issue of USOC support both on the USCA and the HP side. There is uncertainty that the Challenge Grant will continue.
  - ii. We don't know what the after-effects of the governance process will be. We have a challenge ahead of us there. We will need to help our Fund Raising Manager and support her work.
- G. Why our future is bright
- i. We have a growing base of enthusiasm from new curlers and new dedicated curling facilities across the U.S.
  - ii. We have a skilled, dedicated and hardworking staff
  - iii. We have amazing, dedicated and hardworking athletes.
  - iv. We are doing really good things for curling!
  - v. We now have an opportunity to develop a clear strategic plan.
- H. Question: any preliminary reason for the loss?  
Answer: The biggest issue is that we budgeted for a stretch goal in raising funds due to the Olympic year. \$70,000. Many clubs significantly benefited financially from the Olympics but we weren't able to achieve the fund raising goals that we had set.

## 12. Continued-

- I. Question: Will we be asking for a dues increase?  
 Answer: we have not discussed a dues increase. We have discussed that the new board should develop a better policy around dues increases and might consider every other year. Silver hopes that we can project a bump in membership numbers that will positively affect the budget. Silver expresses the hope that directors can rally around and support the USCA. Any future dues increase should be approved at the spring meeting for the following season so clubs can adequately plan.
- J. Question: What was the \$10,000 expense for Vernon Davis to be Honorary Team Captain Sochi.  
 Answer: That was just direct travel expenses, not a fee. Patzke notes that the actual costs were about double what we paid – and the other half was covered by sponsor Dan Field because he believes in the benefit to the USCA and the value of the relationship with Vernon Davis.

*Pleasants adjourns the meeting at 5:55 p.m.*

*Pleasants reconvenes the meeting on 4/13/14 at 8:11 a.m.*

**13. Roll Call (Krailo-Lyons)**

Absent: Craig Brown (AAC), Maureen Clark (AAC), Troy Gorans, Allison Pottinger, Mark Swandby, Beau Welling.

Krailo-Lyons confirmed a quorum is present.

**REPORTS:****14. Competitive Programs (Kent Beadle, Derek Brown)**

- A. Report: Committee activities (High Performance, Coaching, Adaptive Curling, Sports Science)
- B. Beadle reports that we need to maintain standings related to National and World team selection posted on the website. Beadle suggests that the USCA keep those up on a weekly basis. The standings are entered manually by CurlingZone. If it is possible to make the standings more accessible on our website, that would be desirable.
- C. World Team Prep. Beadle reported that Legacie continued to assist
- D. Wheelchair Program. Patzke reported that the Wheelchair Program's HP Plan is also due May 2. They have had a pre-trials event with 13 trying out November 7-9 in Wausau, WI. They were 5th at the Paralympics in Sochi. The program received a \$54,000 Veterans Administration grant to support a 4-day camp for veterans in Lake Placid in September 2014.

**15. Marketing and Operations (Carlson)**

- A. Report: Bylaws/Governance (Carlson)  
 Carlson acknowledges all of the contributions to the endeavor, and to recognize the civility during differences of opinions. He expresses the hope that we will work together as a united body now despite the differences in the past.

## 15. Continued-

- B. Report: Human Resources (Swandby)
  - i. HR has prepared a document that was approved by the Exec Committee and ratified by this Board that outlines the goals for the CEO. Goals are public. Measures are confidential. One of the goals addresses high performance, and the HR committee determined that that section needs to be refined. The committee is working to address this. Performance goals include addressing the issues of training, transparency, accountability, creating a pipeline of talent, and to install professionalism. Carlson acknowledges Gemmell's contribution in developing this document, as well as the input of other AAC members.
  - ii. HR has been preparing a document about the responsibilities of this board with regards accountability.
  - iii. Carlson notes that Dawn Leurquin has given notice and that the controller has also indicated a wish to transition out of this position. To both we thanks for their hard work.
- C. Report: Athlete Curler Recognition (Maskel/Carlson)  
Report deferred until after consideration of Men's Worlds results.
- D. Report: Revenue Development (Silver and Michelle Schleibaum)
  - i. Schleibaum gives a brief overview of her work since joining the USCA in December. 2% of our members currently contribute to the USCA. This is a low number and will be addressed now that the climate related to uncertainty with governance has now been resolved.
  - ii. Schleibaum discusses her work sharing the good news of the USCA as she asks for funds. She notes that most of the people who serve at our National events are volunteers who pay their own expenses. Schleibaum is in the process of alerting these volunteers of potential tax breaks for expenses related to their volunteer work.
  - iii. Annual Appeal (Silver and Schleibaum)
    - a. In early May a letter will be sent to people who made donations last year but haven't this year. There may be an additional broader mailing. There will be an ad in the Curling News with a notice about the USOC Challenge Grant and an opportunity for donations to be matched. We can receive \$30,000 in USOC matching funds with a successful campaign (\$5,000 less than last year's grant).
    - b. Build the House is theme for 2015 campaign. Focus on building the organization: Growth & Development, Wheelchair Curling, and HP Program.
  - iv. Dialogue
    - a. 20% of donors now give through our online portal. The new portal will be easier for donors to use and will look like a USA Curling portal. New database will make tracking easier.
    - b. Planned Giving (Silver and Schleibaum)

## 15.D. Continued-

- v. Appeal to Directors
  - a. Schleibaum asks for Directors' support for our fundraising efforts. If your constituents are making negative comments about USCA fundraising, help us in identifying why this is important. Schleibaum is creating a document with key points Directors can use
  - b. Schleibaum asks for Directors' assistance in identifying potential donors and make introductions, make connections with people who may be interested in supporting curling. Introductions can be done personally, via email, a variety of ways.
  - c. Schleibaum notes the importance of Directors' personal commitment to contribute financially. At this point we have 13 Directors who have made donations. She notes that she has two checks in hand from Board members. Lepping speaks in support of 100% participation before the end of the meeting. He urges people to ask for contributions from employers, using College Curling as an example of a USCA program that has received sponsorship support.
- E. Report: Media (Kolesar) – no report.

**16. Championships (Williams and Leurquin)**

- A. Site Selection
  - i. 2015 is Kalamazoo, Michigan
  - ii. 2016 is Jacksonville, Florida.
    - a. Although it is far away from a curling club, it will be run by an arena with experience much like the first time in Philadelphia.
    - b. Swisshelm moved to approve Jacksonville as host of the 2016 Men's & Women's National Championships and Gemmell seconded the motion.
    - c. Patzke provides information about the arena, cross-promotion with other sports in the area. Stannard notes that Jacksonville is a sports-oriented community with good media support. It is a sizeable metropolitan area. Nawyn reports that there are people in the area interested in starting a club in Jacksonville.
    - d. Question: How much does it cost to run an event? What is our return?  
Answer: Patzke responds. The model we have covers icemaking and other expenses that we would cover with a championship hosted by a dedicated curling facility. The first dollars in cover the arena's expenses – facility rental, ice making – and remaining income is shared with the USCA.
    - e. Silver notes that USCA expenses are covered by playdown entry fee income.
    - f. Stannard and Maclean and Williams make requests for assistance in a variety of event-related aspects, from set-up to take-down. There is some question that experienced timers and on-ice officials would travel to Florida because they are not reimbursed expenses.
    - g. Motion carries.
- B. Rules & Officiating is a subset of the Championships Committee  
Paul Badgero and Richard Campbell were approved as Level III officials.

## 16. Continued-

- C. Sensor Handle reliability
  - i. There were many sensor handle failures this season. 60+ failures at M/W National Championships.
  - ii. Sensor handle failures are often mentioned in post-event surveys.
  - iii. Price of batteries has dropped substantially. Williams suggest we replace every battery before the M/W National Championships. Several people are working on an alternative battery that will be more reliable.
- D. Post championship feedback
  - i. Surveys were available online and results provide information about trends.
  - ii. Higher percentage of responses this year due to online survey
  - iii. Sensor handle problems and bad timers are the biggest complaints and are a distraction to athletes.
- E. 2014-15 schedule
  - i. Williams commends Hering for her work in the site selection area.
  - ii. Park City, Utah, was approved by the committee as the site for the 2015 Mixed Nationals.
  - iii. Four Seasons Curling Club (Blaine MN) has offered to host the Women's Challenge. It has not been possible to use the sensor handles at Four Seasons because of below-the-ground interference.
  - iv. Men's and Women's Challenge are on the same weekend. The Men's Challenge is in Seattle, Wash. If the Women's is in Blaine, the handles would go to Seattle and the stones would go to Blaine.
  - v. The sites for 2015 are in Dropbox. Hering reviews the list of 2015 sites.
    - a. Juniors is in Devil's Lake, ND
    - b. Seniors in Eveleth, MN
    - c. Club Nationals are in Fargo, ND
    - d. USA Nationals at Wings Stadium in Kalamazoo, MI
    - e. Arena Nationals (2014) are in Lansing, MI
    - f. There is one fewer week between the Junior Playdowns and Junior Nationals due to WUGs
    - g. Williams expresses concern about the tight timeline for Junior playdowns and nationals. He would like the information about Junior Nationals available to teams prior to the playdowns' completion. Sam anticipates complaints about the tight schedule.
    - h. The 2015-16 Schedule is similar for Juniors and there is no conflict between Juniors and Seniors.
  - vi. Arena Championship is currently run by a separate committee but may be rolled into the Championship Committee soon.

## 16. Continued-

- F. Ice making
- i. Icemakers are asking that the USCA indicate where we would like to send icemakers before the season begins.
  - ii. Icemakers are asking that sites be required to provide minimum tools to make ice such as DI water and dehumidification. We are adding to the bid form a list of facilities requirements and needs similar to what is done for the Nationals. Discussion: Host communities often provide housing for officials. USCA could be proactive and ask the site in advance about the possibility of housing officials and icemakers.
  - iii. Icemakers asked that the USCA prioritize the events that are most important for their work
    - a. Require a ice maker
      01. Olympic Trials
      02. Men's and Women's Nationals
      03. Challenge Rounds – Men's & Women's
      04. Junior Nationals
      05. Mixed Doubles
      06. Arena – ice covered by entry fee
    - b. Not a requirement
      01. WWUGS
      02. Senior Championships
      03. Club Nationals
      04. Mixed Nationals
      05. College – renting ice and rely on club to provide icemakers. 16 teams may go to 18 teams
      06. Wheelchair – usually tryouts at a club
  - iv. Swisshelm notes that it would be ideal, if the USCA had resources, that the USCA provides icemakers to all events.
  - v. Williams notes that having the USCA's ice technicians at an event is a benefit to local clubs' icemakers and could be considered a growth and development component
  - vi. Benton notes that the prioritized list of events could apply to resources other than icemaking, e.g., championship stones, sensor handles
- G. Rules
- i. Williams noted that there was an error related to the page playoff in the Rules book. A letter of correction was sent out.
  - ii. There were questions related to the 2-year residency rule. The rule was upheld.
  - iii. Pre-event practice length is not always consistent from event to event. People want as much time as possible for practice time, but there is a great deal of activity at the start of an event that competes for teams' time. Pre-event practice is not required. First day is most difficult to schedule with team practice, team meeting, opening ceremonies and potentially a draw.
  - iv. Position of 5th player and coach during LSD – out of the ice shed. This will be clarified in next rules book.
  - v. Travel time: clocks will be stopped even if there are no coaches. Travel time is determined by the chief umpire.

## 16.G. Continued-

- vi. The fact that seniors play 8 ends will be added to the rules book.
- vii. This year the Senior Men's Nationals had a modified event schedule with 3.5 hours between start times. The changeover time is still tight if there is an extra end. No one ever plays two consecutive draws. Williams indicates he will work with sites on this issue. Senior women did not like the 1PM and 7PM draw time because it interfered with meals.
- viii. Clarify 5th player replacement rule generated a grievance. A 5th player can be replaced for Worlds. Three documents addressed this: rules book, Athlete Agreement, HP agreement. These documents will be amended so that there is no ambiguity about this issue – it will be clear that the 5th player can be replaced for Worlds.
- ix. Teams departing early from Club Nationals. An earlier banquet is planned for the 2015 event before teams are eliminated.
- x. Monitors used in timing are not large enough for an arena setting. Monitors could not be seen from far end of arena. Williams notes that we either need larger monitors or will go back to using the USCA clocks.
- xi. USCA used to have a 5th player blank medal available for the awards ceremony. Williams asks that that be done for purposes of presentation. Nawyn responds that we will do that, as Dawn Leurquin had plans for ordering blank 5th player medals.
- xii. Acceptance of the Mid-America region will have no effect on regional events without review and approval of any changes. The growth of curling calls for revisiting allocations. MOPAC is growing rapidly. The GNCC continues to grow with no plan to split in half.

**17. Unfinished business**

- A. Election of Officers
  - Nominating chair Leland Rich invites nominees to speak:
- B. President
  - i. Carlson provides Directors with his competitive experience and offices held within club, state and the national curling associations. Curling credentials.
  - ii. David Flippo provides Directors with his credentials as a curler, and professionally as a decision-maker.
  - iii. Discussion: Directors speak on behalf of candidates and provide endorsements. Williams reminds Directors of the role the President will play within the new governance model.
- C. Secretary
  - i. Coleman compliments Maclean on his role with College Curling, and provides Directors with her reasons for accepting the nomination, including lack of women in leadership roles in this organization and the need for diverse perspectives and talents.
  - ii. Maclean compliments Coleman on her role with Arena Curling, and provides Directors with his curling credentials.
  - iii. Discussion: Director commends both candidates.



## 17. Continued-

- D. WCF Rep
  - i. Krailo-Lyons provides Directors with her resume of work and relationships with the USCA and the WCF, and her professional credentials.
  - ii. Stannard provides Directors with her curling credentials at the club level and the USWCA and her current position on the USCA BOD, and her professional credentials.
  - iii. Discussion: Directors speak on behalf of candidates and provide endorsements.
- E. Results of election are:
  - i. President: Carlson
  - ii. VP: Lepping, Williams
  - iii. Treasurer: Silver
  - iv. Secretary: Maclean
  - v. WCF Representative: Stannard
  - vi. Board elected: Welling
  - vii. Nominating Committee: Welling

18. **Member Services (Nawyn)**

- A. Growth & Development (Nawyn).  
Nawyn highlights activities within Growth & Development.
  - i. Sport Education. Work continues on revising and improving programs.
    - a. INSTRUCTOR. The Level I Instructor Program was revamped. The Level II Instructor Program was addressed this year by the Training and Instruction Committee. A trial was held at Broomstones (MA). The Level II program will be completed this summer.
    - b. COACHING. We are in the process of negotiating with a coaching consultant to complete the Youth and Junior Coaching Certification programs.
    - c. OFFICIATING. With help from the WCF the Level I and II courses were completely rewritten with more interactive components. Current officials will be strongly encouraged to audit the new course.
    - d. ICE MAKING. We will be offering ice making courses at the start of the next curling season.
  - ii. Gold Map. Nawyn shows Directors the resources available through Gold Map on the USCA's website. Over 31,000 people searched for curling clubs during the Olympic period. Many of those people went to local clubs to try the sport. 138,400 page view on the club section during that peak period of time. 25,701 people were the direct result of going to the NBC page and clicking on link there.
  - iii. 12 Days of Curling give-away was developed to help engage people with the USA Curling brand and drive them to our website. Our sponsors contributed prizes, as did American Savings bank. Over 15,000 entries. Most of the winners had not curled – but many had signed up for learn-to-curl events on our website.
  - iv. Nawyn reports on resources added to the USA Curling website after we moved to the USOC platform. This includes resources for educators. We received a lot of unsolicited positive comments about the programs.

## 18.A. Continued-

- v. Community outreach. We engaged the local Stevens Point business community and hosted a business event in 2014.
  - vi. Club Development. The Olympic period was more manageable because of the resources available on the website. We received many emails and calls, but most had already gone to our website. One of the new groups, in Travers City, Mich., is purchasing three sets of stones through the USCA-WCF Stone Program. Nawyn reports on new clubs including Cedar Rapids (IA), Lilac City (WA) and Windy City (IL) as well as the new Mid-America Curling Association.
- B. Report: College Curling (Maclean)
- Nawyn introduces Maclean, and thanks College Curling sponsors Gabrielle Coleman and Rich Lepping (Taco Bell).
- i. Maclean thanks the USCA for its endorsement of the College Curling Program. He thanks the people who have served on the College Curling Committee including Dave Flippo, Nick Kitinski and Kim Nawyn. There were 7 non-board members on the committee as well. The USCA's registration website was available for registrations. Of the 32 schools that competed in qualifying event, 22 registered students.
  - ii. Maclean reviews the College Curling Championship event. The event included a skills clinic for participants between draws. Students were on the ice most of the day.
  - iii. Metrics:
    - a. Maclean reports that the overall level of activity was the highest ever with 64 college curling events this year, 8 bonspiels included 6 or more colleges. 23 events were college head to head events.
    - b. There was an 80% increase in the number of points earned (based on ranking events and awarding points for standings).
  - iv. Maclean reports that they would like the championship to be held in the East in 2015. It may be Utica. Fort Wayne Curling Club is interested in forming a college-only league in their club. The committee will need to establish something within their point structure to take this into account.
  - v. Gemmell thanked Maclean for his dedicated work to increase college curling to its current level.
- C. Report: Arena Curling (Coleman)
- Nawyn thanks Coleman for her leadership and reported Coleman is resigning as chair of arena curling to dedicate time to build a dedicated facility in CA.
- i. Coleman reports that the 2014 event will be in Lansing, MI and they are installing 5 sheets of ice. Coleman thanks icemakers Madsen and Way for their willingness to make ice at this event.
  - ii. Coleman thanks Badgero and Campbell for agreeing to officiate at the event.
  - iii. There will be 16 men's and 16 women's teams. This is encouraging for future growth. 16 clubs brought women's teams forward. 23 clubs brought men's teams forward, so 7 are on a wait-list.
  - iv. We raised the entry fee from \$400 to \$550. We wanted to be able to pay a stipend for our trainee icemaker Way and ensure that officials get their expenses covered.

## 18.C. Continued-

- v. Kevin Madsen will be leading an ice making workshop. We'd like to have someone speak about the transition to dedicated ice.
  - vi. Coleman notes that the role of chair will be split into two: one focusing other Arena Nationals event, and the other on other development issues.
- D. Championship events
- i. Nawyn reports on success at the Optimist U-18. She reports that the USCA will be collaborating with the USWCA to develop our pipeline. The CT boys' team won gold and the WA boys' team won bronze.
  - ii. Continental Cup. The USCA had a table that was part of an outreach effort and attracted curlers and noncurlers alike.
- E. Stone Purchase Program
- i. Nawyn reported all stones have been spoken for by clubs.
  - ii. Working to secure additional stones.
  - iii. Over 1,600 stones have been acquired for this program
- F. Gym Rocks  
Clubs are using gym rocks for a variety of events.
- G. Olympic Day  
We're working with the USOC on this program and events. The USCA is working with a special needs camp in Wisconsin and will be doing more around the country.
- H. Volunteer of the Year
- i. Applications are currently available.
  - ii. The USCA was represented by Mark Swandby and Kim Nawyn at the 2014 VOY presentation to Cal Tillisch at the Wausau, WI CC.
- I. Member Benefits. Our member benefits document is an evolving piece that is updated as programs and benefits are added.
- J. Question: the Learn to Curl video link appears to be lost.  
Answer: Nawyn will send it to the questioner.
- K. Question: Could this presentation be part of the next webinar? Could the BOD rally behind this?  
Answer: Nawyn went to the Wisconsin State Curling Association and will be going to GLCA to make a presentation, and would be happy to conduct a webinar.

**19.** Board Education and Leadership Development. (Sjue)

## Report on results of survey of directors (Chris Sjue)

- A. Sjue reports on the results of surveys sent out last fall. Good governance requires that the BOD be evaluated. We will be holding ourselves, as BOD members, accountable. There were two surveys: how was the BOD doing? (19/28 responses), how am I doing? (15/28 responses)

## 19.A. Continued-

- i. Weaknesses identified:
    - a. Fundraising. We don't do a very good job fundraising. We will need to establish expectations for level of participation and level of contribution. In addition to our own contributions, what is our role in helping our Fund Raising Manager.
    - b. Monitoring and evaluating our goals, missions and programs.
    - c. Board education and leadership development within the BOD.
    - d. Clearly defining and understanding the role of the Board and the CEO, and the interaction between the two.
    - e. Evaluation of the CEO.
  - ii. What should the BOD focus on?
    - a. Governance
    - b. Fund raising
    - c. Strategic planning
    - d. Communication
- B. BOD evaluations will be done annually

**20. USOC (Patzke)**

- A. Patzke reports on the traffic thresholds related to our Digital Marketing Agreement with the USOC. He indicates that the USCA will work to drive more traffic to the site to increase the revenue benefits.
- B. USOC/AAC report (Gemmell for Fenson).  
Gemmell reports on elections. Swisshelm reelected, Schultz elected, Gemmell reelected, Zezel elected
- C. Carlson met with Clark on issues related to AAC service on committees under the new governance model.
- D. Gemmell reports on survey that's being developed related to the HP Program.
- E. Gemmell reports that the AAC intends to improve communication within the AAC members.
- F. Gemmell is optimistic about the next quad and requests support from the BOD, staff and constituent curlers for athletes.
- G. Lepping reports that the Olympics do inspire. He thanks our athletes for their hard work and for making us proud in the way that you handled yourself.

**21. WCF (Rich reports)**

- A. Annual meeting (Congress) of WCF Representatives will be held in September 2-8, 2014 in Reno, Nevada. The USOC has provided us with an International Relations grant related to this meeting. Andy Anderson will be up for election to the Executive Committee.
- B. Ann Swisshelm is on the WCF AAC. Swisshelm reports that the WCF AAC has had one meeting, and met to determine how the AAC will be populated. The WCF AAC will be activated and have its first meeting in June in Zurich, and will address some of the rules changes that are being proposed. A dynamic group of six athletes from around the world. They hope to finalize the significant rules changes in Reno.

## 21. Continued-

- C. Rules changes will be decided upon in September in Reno, and the rules changes will take effect in 2014-15. Rich notes that Swandby serves on the WCF's Rules and Competitions Committee. Swishhelm notes that the USCA is well-represented at the WCF level. WCF will receive the proposed rules changes before the WCF meeting, and these will be distributed to the board and championships committee, so that responses can be given.
- D. There is a potential that the WCF may have a World Mixed event. It would not be for this coming season. Potential for our US Mixed Championship to be the venue determining the team at the world level.
- E. Derek Brown reports on rules changes that are being proposed. He notes that these changes are outlined in an 18-page document:
  - i. The WCF is looking at the option of having the best 10 teams at World Juniors. The six top teams, the host site teams, and a worldwide championship event to select the remaining teams.
  - ii. The WCF is looking at a way to reduce the time a championship takes and is strongly considering a change to Think Time.
  - iii. The WCF is looking at adding a Junior event: a under-23 event in addition to an under-18 event.

22. **USWCA (Stannard)**

- A. Stannard reports that Jeannie Borland from Mayfield is the incoming USWCA president.
- B. The USWCA will be working with the USCA to expand participation in the Optimist U-18 event and support junior curling.
- C. USWCA Circuit participation is growing across the country. Dave's Pizza (Pete Fenson) is now a sponsor of the Western region. Stannard thanks Taco Bell (Rich Lepping) for being a National sponsor and Olympic Athletes Fenson and McCormick for their regional sponsorship.
- D. Considering new initiative for senior women – 65 and older. Coyotes Curling Club hopes to pilot the event.

23. **New business**

- A. Transition Planning. Some things need to be addressed at this BOD meeting. Pleasants thanks board members for their service. The new BOD will have much to do. Pleasants invites a motion to set
  - i. Carlson moved and Stannard seconded establishment of July 1 for states/regions and AAC to appoint their directors and terms.
    - a. Discussion: Pleasants and Carlson outline the timeline for nominations and notification of nominations required by the bylaws.
    - b. Sjue reviews the tasks ahead of the nominating committee, describing the positions that will be on the slate and asks that Directors.
    - c. Motion carries.
    - d. The USCA will notify states/regions at-large clubs of that responsibility. Carlson asks that Directors also communicate this.
  - ii. Silver moved and Lepping seconded motion that Rick Patzke be appointed as interim CEO. Motion carries.

## 23. Continued-

- B. Budget Meeting Date and Location TBD  
Pleasants reviews the budget-development process. We anticipate the BOD meeting to occur in mid-August. The committee will have its work completed by July 31. There will be a mid-August BOD meeting and it will be in person.
- C. Next USCA Board of Directors Meeting Date and Location TBD.  
(Mid-August.) A time has not yet been selected from among the three middle weekends. We will add this information to a doodle poll. Pleasants reviews the work that the new BOD will need to do at the August meeting.
- D. Location and planning for Members Assembly.  
There will be a second BOD meeting during the time period of the Members' Assembly, which is being scheduled for sometime in October.
- E. There are things that need to be accomplished before the first BOD meeting, including planning for Championships. Rules book cannot be completed until the WCF rules are approved.
- F. The transition is being guided by a Transition Steering Group
  - i. Consisting of Pres elect, Past Pres, VP Championships, VP Operations, Treasurer, Secretary and 3 AAC reps with CEO.
  - ii. Pleasants reviews the tasks of the Transition Steering Group and the formation of subgroups.
  - iii. Carlson reports on the work ahead. He notes that this is intended to be a staff-driven and that each committee will be co-chaired by a staff member. The VPs will be co-chairs of their committees so that they can be resources. Carlson emphasizes the value of having AAC participation. Carlson asks that Directors share any concerns and comments about the Transition plan.
  - iv. Steering group will have to develop a time line for the CEO search.
  - v. Committees will be co-chaired by a volunteer and a member of staff
- G. WCF facility loan
  - i. Silver reports that the San Francisco Bay Area Curling Club is pursuing the WCF facility loan. Silver will be making a motion that is similar to what the BOD has done with other applicants, including Denver, Evergreen and Coyotes, that is the transaction will be subject to a standard set of conditions.
  - ii. Silver moves and Krailo-Lyons seconds to support up to a \$200,000 loan to the San Francisco Bay Area CC. Motion carries.
  - iii. Silver congratulates Denver.
  - iv. Silver also recognizes and congratulates the Mid-America Curling Association for its creation and acceptance into the USCA. David Franklin, President of Houston CC and MACA, acknowledges the support of Jonathan Havercroft for the creation of the MACA and also the contribution of Scott Stevinson to this process.
- H. Silver thanks Terry Kolesar for her wonderful work, as well as the other staff during the Olympics.
- I. Stannard thanks our Olympic athletes for their representation of the US

23 Continued-

J. WCF stones

- i. Nawyn reports that we want to acquire 9 additional sets.
- ii. Silver moves and Krailo-Lyons seconded the motion to purchase 9 sets of new stones through the WCF Stone Program, with terms similar to prior purchases. Motion carries.

K. Kitinski moves and Badgero seconds to move into Executive Session. Motion carries.

**24.** Staff and non-directors leave the meeting at 11:53 a.m.

**25.** Reconvene into open session 12:18 p.m.

**26.** Pleasants adjourns 12:18 p.m.

**APPROVED**  
October 11, 2014



**UNITED STATES CURLING ASSOCIATION**  
**Board of Directors Meeting**  
**August 23-24, 2014**  
**Embassy Suites Hotel, Boston Logan Airport**

**Board Meeting**

Board meeting in "Mystic A" Saturday, August 23, 2014 8 a.m.-5 p.m.  
Sunday, August 24, 2014, 8 a.m.-12 p.m.

**Call to Order**

Chair Pro-tem Carlson calls the meeting to order at 8:08 am

**1. Roll call**

**Present-** Dave Carlson, Jeff Hannon, Cyndee Johnson, Gwen Krailo-Lyons, Rich Lepping, Jim Pleasants, Courtney Schmidt, Sean Silver, Chris Sjue, Scott Stevenson, Nick Wellen, Dean Gemmell , Jennifer Stannard ,

**Absent-** Dave Flippo, Nick Kitinski, Craig Brown, Maureen Clark, Allison Pottinger, Jared Zezel  
A quorum is present

**2. Brief self-introduction of the Board Members and Non-Board Attendees**

**Non-Board Members-** Andy Anderson(WCF Rep, Ethics Committee), Leland Rich(WCF Rep, Governance/Nominating Committee), Mark Swandby(WCF Rep), Rick Patzke(CEO), Sandy Robinson(USCA), Jessica Schultz(Ethic Committee AAC Rep), Michael Shalhoub(Ethics Committee), Russ Lemcke(Governance/Nominating Committee), John Wilson(Governance/Nominating Committee), Vic Huebner(Treasurer), Michelle Perry(TSE Consulting), Jennifer Geisheker(USOC-Sport Partnership Div), Dale Neuburger(TSE Consulting), Rick Adams(USOC- Chief, Sports Operations and NGB Relations), Beau Welling(WCF Rep), Gordon Maclean(Secretary)

**3. Appointment of Parliamentarian**

Dave Carlson appoints Andy Anderson Parliamentarian.

**4. Addition/changes to Agenda**

None

**5. Nomination for Chair of the Board**

Nomination from floor by Chris Sjue nominates Dave Carlson

No further nominations

Gwen Krailo-Lyons moved to close nominations, seconded by Rich Lepping. Motion carries unanimously.

**6. Discussion and approval of Meeting Minutes from Spring, 2014 USCA Board of Directors Meeting**

Sean Silver moved to approve minutes, seconded by Jennifer Stannard.

Discussion: We need to add the names and affiliations of USOC and other Non-Board Members present. Friendly amendment to approve minutes pending the addition of those names accepted by Silver and Stannard. Motion carries unanimously.



**7. Section 7.9(b): Director staggered term determination (Carlson)**

Determination of who from single director State/Regions will have 2 year term and who 1 year term. Selection will take place by drawing cards.

Jim Pleasants volunteers for one year term.

By luck of the draw Nick Kitinski and Chris Sjue will serve one year terms. Dave Flipppo, Courtney Schmidt, Sean Silver and Scott Stevenson will serve two year terms.

**8. Presentation of slate for nominees for Standing Committees: Audit/Finance, Judicial, Ethics, and Nominating/Governance (Sjue)**

Chris Sjue explains that there are bios in the Dropbox and that there are no nominations for "Board Elected Directors" at this time, as those will require much further thought than time allowed. A nomination for Finance/Audit Committee who is a Board Elected Director with a background in finance will come later.

**A. Ethics Committee**

From Nominating Committee:

- AAC Rep: Jessica Schultz
- Non-Director, 3 year term: Andy Anderson, IL
- Non-Director, 4 year term: Michael Shalhoub, NY

Nominations from floor called three times with no response

No further nominations

Jeff Hannon moved to close nominations, seconded by Gwen Krailo-Lyons.

Motion carries unanimously.

**B. Judicial Committee**

From Nominating Committee:

- AAC Rep: Tabitha Peterson
- Non-Director, 2 year term: David Russell, WI
- Non-Director, 3 year term: Kent Beadle, MN
- Non-Director, 4 year term: Pam Finch, CO
- Non-Director, 4year term: Ron Kloth, AZ

Nominations from floor called three times with no response

No further nominations

Rich Lepping moved to close nominations, seconded by Cyndee Johnson.

Motion carries unanimously

**C. Finance and Audit Committee**

From Nominating Committee:

- AAC Rep: Craig Brown
- Sean Silver, Director from IL
- Rich Lepping, Director from WI
- Scott Stevenson, Director from Mid-America

Nominations from floor called three times with no response

No further nominations

Rich Lepping moved to close nominations, seconded by Cyndee Johnson.

Motion carries unanimously

**8. (continued)**

- D. Nominating/Governance Committee  
From Nominating Committee:
- AAC Rep: Joe Polo
  - Non-Director, 2 year term: Bret Jackson, MI
  - Non-Director, 3 year term: Leland Rich, AK
  - Non-Director, 4 year term: Russ Lemcke, MA
  - Non-Director, 4 year term: Jon Wilson, WA
- Nominations from floor called three times with no response  
No further nominations  
Scott Stevenson moved to close nominations, seconded by Rich Lepping.  
Motion carries unanimously

**9. Conduct election for Chair of Board and Standing Committees membership (see, Sec. 8.13 if uncontested)**

- A. Chair- Elected Unanimously  
B. Slate of nominees for Ethics Committee- Elected Unanimously  
C. Slate of nominees for Judicial Committee - Elected Unanimously  
D. Slate of nominees for Nominating/Governance Committee - Elected Unanimously  
E. Slate of nominees for Finance and Audit Committee - Elected Unanimously

**10. Director education and leadership development presentation (Lemcke/Neuburger)**

- A. Introduction of Russ Lemcke (Power Point will be added to Dropbox)
- i. Lemcke discussed the elements of good governance, acknowledging that the movements from an operational board to a policy board represents a significant institutional change. He also stressed that it is now the Boards task to strive to: Achieve the organization's Mission (core purpose, Financial Stability, create broad plans for those items, and Empower the CEO. All on the Board should know the USCA Mission State (see By-Laws, Article 2, page 5).
  - ii. Lemcke also discussed the need for financial commitment of Directors and for the Board to speak with one voice regardless of whether a Director agrees with the Board majority or not. Board Self Evaluation needs to be more qualitative and less quantitative.
  - iii. Lemcke also stressed the importance of knowing the Board's function (By-Laws Section 7.2, Liability, Lawsuits, 501(c)3 status, Sarbanes-Oxley, and stressed the need for a "Financial Expert".
  - iv. There were questions regarding "regionalism", social media commentary by Directors and communication. Lemcke responded that there is a higher responsibility to the Board than "regionalism", you can state your case to the issue but the good of the organization overrides. In social media he recommends avoiding the temptation to post in chat rooms, on Facebook or Twitter, and to leave communication to staff. There should be clear communication from the USCA to the clubs.
- B. Dale Neuburger (Power Point)-
- i. Neuburger reviewed the Ted Stevens Act and reminds the Board as an NGB the TSA presents a special responsibility. He then reviewed the 12 requirements and nine duties of an NGB.

**10.B (Continued)**

- ii. Question- Athlete participation, there are two levels of athletes the 10/2 athletes and then a broader definition that includes more 2 year athletes. There are a number of committees that need athletes but a limited number of athletes, how do we satisfy the rules when the athletes are out working to compete? Answer- It's not easy, it takes a real commitment by the Board. It is in play for all of the other 46 NGB's the 2 year part of the 10/2 definition should bring in a broader pool of candidates. It is important to have the spirit of athlete participation on important committees, there can be with lower levels of committees a lower threshold of expected participation.

**11. Break****12. Reports to Board**

- A. USWCA (Stannard)-Has not met since last meeting, Jeanie Borland is the new President, Sept 12-14 is the next meeting, in Cleveland.
- B. Athletes Advisory Council (Brunt/Gemmell)- Dean Gemmell has populated athlete positions on Board Standing Committees. Tabitha Peterson and Joe Polo replace Pete Fenson and Ann Swisshelm who are now USCA staff. Jared Zezel now AAC Rep to USOC. AAC By-laws have been revised to come into line with USCA By-laws. AAC Reps Jerald Zezel, Craig Brown and Joe Polo could not attend this meeting as they are training in Colorado Springs this weekend.
- C. USCA Representatives to USOC (Patzke/Zezel)- Patzke USOC Assembly will be September 23-27 in Chicago. Significant support from USOC beyond HPP support, for transition and hosting WCF meeting in Reno.
- D. World Curling Federation (Swandby/Rich/Stannard/Welling)- Swandby reported on WCF By-law changes and how they affect the US representation, the September WCF meeting in Reno, he also reported on potential upcoming rule changes.

**13. Discussion of policies and development of central repository for the same (Pleasants):**

- A. Pleasants reported status of review of current policies based on a 2008 compilation and meeting minutes since then. Many are outdated or need rewording. Jack Bernauer has been updating financial policies. Financial policies may be ready to be voted on in October.
  - i. Sandy will set up committee Dropboxes.
  - ii. Operational committees board members and multiple hats needs to be looked at by ethics. CEO and AAC need to discuss athlete participation. Operations to look at regional alignments.
- B. Discussion of areas in which policies need to be developed
- C. Let Jim Pleasants know what is needed in terms of policies
- D. Carlson charges action items for Standing Committees
  - i. Finance/Audit-Review the financial policies and updating them for presentation at the October meeting. Start process for policies regarding collection of dues and under-reporting of same.
  - ii. Ethics-Review Code of Fiduciary Responsibilities and Conflict of Interest by October. Address Director participation on Operational committees and wearing multiple hats (vis a vis Board members holding seats on Club, State/Region Boards)

**Section 13.D (Continued)**

- iii. Governance/Nominating- Look at Chair nomination and vetting processes and same for Standing Committees to assure that nomination slates are prepared in a timely fashion prior to By-laws imposed deadline. How do we address floor nominations? Do we need an Executive Committee?

**14. Status of Transition via new By-laws (Carlson/Patzke):**

- A. Carlson discussed the composition of the Transition Groups and their progress over the summer months including the definition of athletes who should serve on designated committees and those who may serve on non-designated committees.
- B. CEO Search- Motion to move to Closed Session by Sean Silver, Second by Dean Gemmell, Non-Board Members Present are asked to leave. Jeff Hannon appointed temporary Parliamentarian.
- C. Motion by Jeff Hannon  
That the CEO search goes forward using an external search firm which will be recommended by a task force chosen by the Chair consisting of USCA Board Directors with the hiring of the firm to be approved by the USCA Board of Directors in October.  
Seconded by Jennifer Stannard. Motion carries on a unanimous vote.
- D. Closed Session ends

**15. Lunch break at 1:16-1:49****16. Presentation to the Board from the CEO re: reports (Patzke):**

- A. Athlete of the Year Nominations
  - i. Female- Anne Swisshelm, Male- John Landsteiner , Team- Margie Smith Rink
  - ii. Motion to Approve Nominations by Cyndee Johnson, second by Rich Lepping, Motion carries with unanimous approval with one abstention (Sean Silver)
- B. Growth and Development-  
Kim send a reminder to Board to register for the Members' Assembly Meeting and to plan on arriving Thursday  
See Drop Box Reports-  
*USCA Member Development Report (August 2014).pdf*  
*Transition group Member Development Transition Summary (8-15-14).pdf*
- C. High Performance-  
See Drop Box Report-  
*HPP report\_August 2014.pdf*  
Pete Fenson and Ann Swisshelm were added to the National Coaching Team in July, joining John Benton and Phil Drobnick. Wally Henry new Junior Men's coach.
- D. Grassroots Competitions- No Report in Dropbox  
Have clarified rolls of HPP Staff and identified events with HP component, M/W, Junior M/W, Olympic Trials, and Mixed Doubles if it becomes an Olympic Event, Paralympics M/W
- E. Committee membership and authority for ALL Operational Committees up for discussion between Group Chair, CEO, Staff, Board Chair with some AAC input
- F. Revenue/Fundraising- See Dropbox *USCA Fundraising Manager Update 082314.pdf*
- G. Operational Development- See Dropbox *Org Dev\_ 082214 board report.pdf*  
Discussed the progress being made in continuing Athlete/Curler Recognition, making a case for having some Directors on a Fundraising Committee and development of operations.

**17. Break****18. Discussion and approval of USCA Budget for fiscal year 2014-2015 (Silver/Patzke)**

See Dropbox for the following reports:

*USCA FY2014-15 Budget Overview - condensed v5.pdf*

*Board FY15 Budget cm.pdf*

*FY15 Budget Highlights vf.pdf*

*FY15 Budget Pie charts vf.pdf*

- A. Operational budget with identified one-time costs- \$9.3K deficit
- i. Strategic initiatives proposed as part of budget
  - ii. Addition of new G&D and member services support, approved 100% of funding requests for members services
  - iii. Rationale for approved \$44k deficit in 2013
  - iv. 2015 Budget met with advisory groups in June
  - v. 2015 Budget consideration- if the anticipated deficit is achieved it will be cash flow positive, New items in budget include Members' Assembly expenses as well as costs related to the CEO search process and Legal Fees. WWUGs and Webstreaming of National's are unfunded priorities.

QUESTION- No changes in legal expense risk ANSWER- No changes at this time. An appeal has been filed to the USOC by an athlete grieving her removal from the Junior National Championship team, she has hired an attorney to represent her. We are currently in the USOC mediation process. At this point our response is to go to arbitration for two reasons, 1)they are asking for money damages for which there is no precedence 2)our liability carrier will only cover us if we go to arbitration or litigation. that way our expenses are limited to our deductible

- B. Motion to approve the 2015 Budget made by Chris Sjue, seconded by Jim Pleasants. Motion carries unanimously.

**19. Fundraising responsibilities of directors (Carlson):**

- A. Carlson thanked the Directors for their giving of time and talent to the organization, and then discussed the need for Directors recognize that it is their fiduciary responsibility to make the USCA financially viable and that needs to be demonstrated through individual giving at a meaningful level
- i. Proposed Policy introduced by Carlson- It is the policy and practice of the Board of the USCA, that each director will make an annual cash contribution to the USCA in an amount representing the best of his/her ability to give, reflective of his/her personal commitment to the mission and vision of the USCA
  - ii. Motion to adopt Carlson's policy proposal by Jennifer Stannard, second by Jeff Hannon  
Comment- Shouldn't this be presented up front before people are elected Directors in terms of expectations of what is required of Board Members  
Comment- There is misinformation among some members that this is a paid position, we need to communicate that we are doing this as a giving of our time and money for the love of the sport
  - iii. Motion carries Unanimously
- B. Appointment of Board level task force for fundraising- Jennifer Stannard, Courtney Schmidt Co-chairs

**20. Old business-None****21. Discussion of creation of, and update to USCA Strategic Plan (Carlson/Neuburger):**

Dale Neuburger facilitator presentation- Explained why previous USCA Strategic Plans failed, and how to proceed to make the new Strategic Plan succeed. How to set our goals, who should we compare ourselves to and a definable, measurable "winning" . Do not try to be everything to everybody, but do what you do to the best of your ability.

**22. New business:****A. Charlotte Curling Club-****i. Motion by Sean Silver**

*Approval for up to a \$200,000 loan from the USCA to the Charlotte Curling Association funded by a loan in an equal amount from the WCF to the USCA with repayment terms as provided in the WCF Loan Program. This approval is subject to each of the following being satisfactory to the USCA CEO, Chair of the Board, Audit/Finance Committee Chair and legal counsel:*

- a. Final business and project plans*
- b. A pledge of collateral consisting of cash, bank CDs or bank money market funds*
- c. Final loan and collateral pledge documents*
- 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 Charlotte Curling Association*
- g. Other terms and conditions typical for transactions of this type*

**ii. Motion seconded by Gwen Krailo-Lyons.**

Comment- They are ready for the funds.

QUESTION-Have you seen the lease agreement ANSWER- The Board is approving delegating the final approval to Rick Patzke, Dave Carlson, and the Chair of the Audit/Finance Committee and our outside legal counsel, so that we do not have to revisit this later, and that would include the lease agreement. It is a long term lease that is favorable to the club.

**iii. Motion carries Unanimously****B. Initiatives Presented by Chair- Need for Board Representation at sanctioned National Championships and to Get out and meeting constituents (bonspielling as Directors suggested)****C. Conflict of interest concern regarding Sean Silver being on Board and Ann Swisshelm being a member of staff. Mike Shalhoub reported that the Ethics committee reviewed the situation and found that there is nothing that would prohibit Ann being a Coach and Sean being on the board. Ann's pay is not decided by Sean, so there is no conflict of interest****D. Appointment of Chair of Audit/Finance- Dave Carlson asks Sean Silver to serve as Chair****E. Nominating/Governance to elect own Chair- Committee Elects Leland Rich to serve as Chair**

**Section 22 (Continued)**

- F. Appointment of Human Resources Committee and Chair
    - i. Dave Carlson indicates that Dean Gemmell (as AAC rep) and Chris Sjue will serve on the committee, and appoints self to also serve on the committee.
    - ii. Chris Sjue to chair the committee
  - G. Appointment of Chairs for Ethics and Judicial- Dave Carlson asks Kent Beadle to serve as Chair for the Judicial Committee and Michael Shalhoub to serve as Chair for the Ethics Committee
- 23. Adjournment for the day-** Motion to adjourn for evening by Jennifer at 6:20pm
- 24. Standing Committees Meetings**
- 25. Reconvene Board Meeting 9:51am**
- 26. Roll call**
- Present-** Dave Carlson, Jeff Hannon, Cyndee Johnson, Gwen Krailo-Lyons, Rich Lepping, Jim Pleasants, Courtney Schmidt, Sean Silver, Chris Sjue, Scott Stevenson, Nick Wellen Jennifer Stannard
- Absent-** Dean Gemmell , Dave Flippo, Nick Kitinski, Craig Brown, Maureen Clark, Allison Pottinger, Jared Zezel
- A quorum is present
- Non-Board Members Present**
- Andy Anderson(WCF Rep, Ethics Committee), Leland Rich(WCF Rep, Governance/Nominating Committee), Mark Swandby(WCF Rep), Rick Patzke(CEO), Sandy Robinson(USCA), Jessica Schultz(Ethic Committee AAC Rep), Michael Shalhoub(Ethics Committee), Russ Lemcke(Governance/Nominating Committee), John Wilson(Governance/Nominating Committee), Vic Huebner(Treasurer), Michelle Perry(TSE Consulting), Jennifer Geisacker(USOC- Sport Partnership Div), Dale Neuburger(TSE Consulting), Rick Adams(USOC- Chief, Sports Operations and NGB Relations), Beau Welling(WCF Rep), Gordon Maclean(Secretary)
- Announcements-**
- Nominating Committee: Leland- if there are any person you think is worthwhile to sit on committees let him know
- Jennifer Stannard- "elevator talk" at bonspiels, ask bonspiel chair for time to introduce to entire spiel that you are USCA Board and hit a few key points on what the USCA is doing and to ask for questions of Board members
- 27. Strategic Planning (Neuburger)**
- Dale Neuburger lead the Strategic Planning Session. He discussed the areas to be covered by a Strategic Plan development process. These areas are not meant to limit, but if these areas are covered it should make for a plan that meets our Mission Statement and represent a big step forward. He was looking for 2 or 3 initiatives in each of the following areas: Communication and Promotion, Sport Development, Membership Development, Financial Strength and Viability, and High Performance Success. Neuburger will come back to us in October with about 3 initiatives and activities to go along with them. Membership development expands out to a lot of the other things that we do. Michelle and Dale will put the ideas formulated in this session into a form for Rick that will then help us move forward.
- 28. Members Assembly- Pleasants**
- Talk it up to club presidents. It would be good for Board Directors to be present. Webinar Thursday Aug 28 on this meeting
- 29. Adjournment-** Motion to Adjourn by Gwen Krailo-Lyons 12:15pm. Next meeting date and location: Denver, October 10<sup>th</sup> to 12<sup>th</sup>, 2014