



UNITED STATES CURLING ASSOCIATION
Members' Assembly Meeting
September 30, 2017
Hilton Minneapolis-St. Paul/Mall of America
Minneapolis, Minn.

Approved – October 13, 2018

1. **Convene Members Meeting** – Rick Patzke (CEO) welcomes delegates and guests and introduces board members and staff in attendance. Provides a brief overview of items that will be addressed during the meeting. Kim Nawyn reviews the breakout sessions and the on-ice activities that will be taking place. Rich Lepping (U.S. Board Chair) provides meeting background, outlines of some items on the agenda and asks for brief introduction from those in attendance. Lepping introduces Resby Coutts (Chair, Curling Canada). Coutts and Lepping formally announce U.S. - Canada Men's Tour, starting in November 2019, 20 men including 4 "under-5" players. Tour will start in the Maritimes. Team Captain will be Dean Gemmill, Vice-Captain Matt Gamboa.
 - a. Coutts addresses the Assembly and notes the mutual respect and great working relationship between the two organizations. Canada will be borrowing ideas developed in the U.S. for re-energizing club development in Canada. Notes the need for curling development strategy for the "Americas," beyond U.S., Canada and Brazil. Need to make sure the new nations will understand the traditions.
2. **Business Meeting** - Call to Order 9:32a.m. C.D.T.
3. **Roll call**
Delegates Present (Representing, Votes) – Catharine Persinger (Alaska, 472 votes), Jessica Schultz (AAC, 3913), Leland Rich (Colorado, 16), Roger Smith (Dakota Territory, 978), Joel Leneker (Grand National, 3734), Russell Lemcke (Grand National, Cape Cod CC, 297), Alexandra Zollo (Grand National, Cape Cod CC, 0), Ben Levy (Great Lakes, 1249), Cindy Riehl (Great Lakes, Mayfield CC, 166), Russ Brown (Illinois, 366), Scott Stevinson (Mid-America, 861), Nick Wellen (Minnesota, 1088.5), Matt Gamboa (Mountain Pacific, 1150), Doug Potter (Washington, 500), Aaron Richards (Wisconsin, 3686)
Delegates Absent – Craig Brown (AAC, -), Dean Gemmill (AAC, -), Bill Stopera (AAC, -), Monica Walker (AAC, -), Cyndee Johnson (Minnesota, 1088.5)
Guests in Attendance – Gail Armstrong, Joey Bata, Kirby Baumgard, Jenny Biadasz, Charlie Brown, Kathy Busch, W Christianson, Resby Coutts (Chair, Curling Canada), Julianna Dick-Ford, Cameron Dunn, Dave Eggli, Greg Eisenhower, Katie Feldman, Andrea Fierst, Joe Flannery, Joe Gangi, Karen Hamilton, Jeff Hannon, Mark Hartman, Christy Hering, Bob Hogan, Heather Houck, Bret Jackson, Steve Jacobson, Jim Koski, Marty Lemert, Richard Lepping (Board Chair), Denise Luehmann, Hawley MacLean, Gordon Maclean (recording), Kevin Madsen, Mary Maidl, Richard Maskel, Carol Mielke, Jon Mielke, Kim Nawyn, Steve O'Keefe, Doug Owens, Rebekah Owens, Rick Patzke (CEO), Ron Paul, Lon Peper, Kim Peper, Suzanne Piotrowski, Colleen Richardson, Jillian Riecke, Ron Rossi, David Russell, Steve Schally, Courtney Schmidt, Erik Siefkes, Don Sitter, Jane Sousa, Jennifer Stannard, Mark Swandby, Mark Tolstad, Kendall Toulis, Kendall Walker, Beau Welling, Kyle Young, Amelia Young.
4. **Appointment of Parliamentarian** - Chair appoints Leland Rich as Parliamentarian.
5. **Certification of Votes** – Treasurer Ron Rossi certifies the votes as read by the Secretary during roll call.

6. **Determination of quorum** - With 18,476.5 votes being present and 9,782.5 votes being the minimum required the Secretary determines that a quorum is present.
7. **Approval of minutes of last Members Meeting Oct. 15, 2016** – Motion to approve minutes as presented by Potter, second by Wellen. Motion is passed on a unanimous voice vote.
8. **Additions to the Agenda**
 - a. By-laws Amendments (information sent to delegates per By-Law requirements, action not on the Agenda due to oversight)
 - b. Summary of the World Curling Federation meeting will occur under Item 7g.
 - c. Discussion of the Strategic Plan Initiative will take place under item 7h.
9. **Reports from USCA:**
 - a. **Chair of Board of Directors Report**
 - i. Summary - Membership is up, money in bank, board is working great.
 - ii. Anticipates a “banner year” with the Olympics.
 - iii. Budgeted deficit in FY17 was turned into a surplus. FY18 will be tough because of the numerous events planned to coincide with the Olympics.
 - iv. Very pleased with the results from the High-Performance Program
 - v. An ad-hoc committee named to address concerns expressed by GNCC regarding punitive aspects to states/regions having member clubs with delinquent dues.
 - b. **CEO Report**
 - i. Reviews the “Ten things that needed to be accomplished by 2018” that were first introduced four years ago and how we did.
 - ii. TV and media side is going well with Curling Night in America, U.S. Olympic Trials and the Olympics taking place this winter. Followed by coverage of the Men’s and Women’s World Championships and possibly the Mixed Doubles World Championships. NBC world coverage of curling has risen dramatically; going to include World, European and Pacific-Asian championships this year.
 - iii. USOC Winterfest travelling event includes curling culminates in Park City prior to the Olympics.
 - iv. Fan growth and engagement- Big O Bonspiel with finals on the U.S. Olympic Trials ice (non-Trials competition sheets) when scheduling permit, aimed at the casual curlers, “Brooms of Glory” mockumentary (Omaha Sports Commission produced).
 - v. Competitive Excellence – Since 2011 it’s been a rising tide, junior development program given significant attention, success drives growth.
 - vi. Revenue Development- Semi-trailer donated for hauling rocks, ice equipment, and other items needed for large events. Trailer marked to serve as a traveling billboard.
 - vii. Announces Newest Sponsor –
 1. Cheetos “Teach America How to Curl” campaign. This will continue beyond Olympics. “Cheese Curls and Curling” advertising effort. Chester Cheetah, celebrities and six curling athletes (Matt Hamilton, Becca Hamilton, Korey Dropkin, Jamie Sinclair, Cory Christiesen and Chris Plys) will be featured in campaign. Point of sale advertising and special packaging.
 2. Notes that IOC opened options and waived rules to allow some sports to get Olympic related advertising beyond the Olympics themselves.
 3. Todrick Hall, Vernon Davis involved (notes that Frito-Lay is an NFL sponsor), along with several USCA athletes.

4. By going this route, we guaranteed more money for us and for the athletes than would otherwise be available.
 5. Instore will start in January, packaging will be USA Curling branded.
- c. **Director of High Performance Report**
- i. Dave Jensen (via virtual presentation) – Report highlights the four new Junior teams (two Men’s, two Women’s) and coaching staff
 - ii. Reviews 2017 Junior National’s results and the Men’s Silver Medal at the World Junior Championship.
 - iii. Junior High-Performance Program won their first events of season in Canada.
 - iv. Four Junior Qualifier events will take place this year, staggered to allow teams multiple chances to qualify
 - v. High Performance Developmental Pool for juniors, with sports training and competencies, design so that players can seamlessly fold into the High-Performance Program assuring future success.
- d. **Operational Committee Reports**
- i. **Member Development** – Kim Nawyn (Director of Growth and Development) What does the USCA do for me? Nawyn covers the following programs available to members:
 1. Business of Curling symposium- topics include how clubs can benefit from local media interest. Working on sites for next year. Stannard discusses World Curling Federation interest in this program. Stannard encourages attendance in the program.
 2. Focus on Olympic Celebration Tour, Curling in the Gym, Kids Curl, Educational Materials, SafeSport Program, Club Social Media Commercials, Gold Map program evolving.
 3. Instructor, Wheelchair, Coaching, Ice Making and Officiating courses.
 4. Stone Purchase Program
 5. Darwin Curtis Grants
 6. Volunteer of the Year Award
 7. Presentation of Volunteer of the Year Award to Cameron Dunn of Peachtree CC.
 - ii. **Communications** – Nawyn presents for Terry Davis (Director of Communications)
 1. 2018 Men’s and Women’s Olympic Trials
 - a. 12th End Sports Network will be webstreaming the round robin portions of, on the NBC streaming site.
 - b. NBC will broadcast Men’s and Women’s Playoffs and U.S. Olympic Mixed Double’s Trials Playoffs.
 2. Curling Night in America- Check USCA website for schedule.
 3. USOC Athlete’s Media Summit- five curling athletes participated (Jamie Sinclair, John Schuster, Matt Hamilton, Nina Roth) with 250 media members present to interview and photoshoot with the athletes.
 4. Brief review of Advance Media, Podcasts, Athletes for Hope, Press Releases, Social Media, Curling News and Media Guide
 5. Curling News will have four print and two electronic editions, plus electronic bonus content online for each print edition
 - iii. **Grassroots Competition** – Jenny Biadasz (Event Services Manager)
 1. Championship Registration sites are all open.

2. Reviews the national championship schedule for the upcoming year
 3. Details can be found on the website.
- e. Report of Ad Hoc Membership Development Committee - Doug Potter (Chair)**
- i. By-Law Amendment Report – Potter reviews the six issues that caused the need for this amendment. This action, if adopted, expands the definition of a “club” to include organizations that are not traditional clubs (such as municipal ice centers with curling activities).
 - ii. Leland Rich (Chair, Governance Committee) reviewed the changes and calls for a motion to approve the proposed changes. Motion for approval by Potter, seconded by Persinger. Motion approved on a unanimous vote of those present by roll call.
- f. Report of Revenue Development Committee – Hawley MacLean (Chair)**
- i. Granite Society program introduced. Several levels of support available: \$1,000, \$2,500, \$5,000, \$10,000, \$25,000, and \$100,000. Goal is to raise \$1 million and provide financial stability for USCA. It will provide special “experiences” to the donors. At the \$5,000 level and above you can designate where it goes. At \$10,000 and above, corporate donations will be permitted.
 - ii. Semi-truck model in production.
- g. World Curling Federation - Mark Swandby (Delegate)**
- i. Explains what the WCF is and what it does.
 - ii. Upcoming rules changes:
 1. World’s 13-team format and conditions related to the 13th team for the first year and subsequent years.
 2. Any format with more than 10 teams will use a 6-team playoff with no tiebreakers.
 3. 5-stone Free Guard Zone starting next year after the Olympics.
 4. Olympic pathway alternatives. Pre-qualifier event process.
 - iii. Sports betting concern addressed with accepting IOC competition rules.
 - iv. Online search tool designed to target specific audience’s availability mentioned.
- h. Strategic Planning Initiative Group - Courtney Schmidt (Chair)**
- i. Reviews the efforts of the group
 - ii. Making sure our programs are in line with our vision and mission statement.
 - iii. National focus on Grassroot development. Making sure that our By-laws allow the flexibility to accommodate structural changes in what constitutes a curling club.
 - iv. WCF sees the U.S. as a significant growth opportunity for the sport of curling and are watching to see how we identify growth opportunities here and whether related actions that we take can be applied elsewhere.
 - v. Sustained success and excellence in the High-Performance Program. Focus on coaching excellence and junior program.
 - vi. Proper and consistent branding and marketing. This is an extension of communication to promote an identifiable brand along with marketing strategy.
 - vii. Sustainable financing. Multiple funding source streams.
 - viii. Structural changes to accommodate evolving membership structures.
 - ix. Want to hear from membership on these topics. Goal is to have the updated plan presented to the board in spring 2018.

10. USCA Membership Action

- a. Consideration of full USCA membership for the following clubs currently with provisional membership status:
 - i. Alpine CC - WI
 - ii. CC of Berkshires - GNCC
 - iii. Billings CC – MOPAC
 - iv. Blackstone Valley CC – GNCC
 - v. Charleston CC – GNCC
 - vi. Diamond State CC – GNCC
 - vii. Marlborough CC – GNCC
 - viii. Sioux Falls CC – Dakota Territory
 - ix. South Bend Regional CC – GLCA
 - x. Tampa Bay CC – GNCC
- b. Motion to accept full membership of these clubs by Potter, seconded by Levy. Motion accepted on a unanimous voice vote. Marlborough CC and Sioux Falls CC present and accept certificate of membership and organizational banner.

11. Old business - None

12. New business

- a. Thanks given to Ron Paul, President St. Paul for the efforts of the club in making this meeting a success and is presented the Host Banner.

13. Adjourn 11:45 a.m. C.D.T.