

The Way Forward— The New USA Curling Membership Model

At USA Curling, we have been working to develop a new membership model that works for individual curlers and clubs across the country. The efforts of our volunteer Governance 4.0 Ad Hoc Committee were a key part of the process, and their work was instrumental in the development of this model.

This new approach moves USA Curling in line with most other National Governing Bodies within the United States Olympic & Paralympic Committee, and we are grateful for the guidance that many of their leaders provided.

Of course, whenever something new is introduced, there are questions. To help answer many of the most common ones, we've put together this list below. If you're still confused about any aspect of this new model, do not hesitate to reach out to us. We hope you will also join us for online sessions and Town Halls that will be an opportunity for further explanation and feedback from the curling community.

Individual membership questions

Why are there now so many different kinds of USA Curling individual memberships?

USA Curling and the Governance 4.0 Ad Hoc Committee recognized that we have a broad range of active curlers in the United States, and one kind of membership is not appropriate for all. By creating tiered, individual levels, we are providing ways to be a part of the national organization that suit the needs of each member.

Do I have to belong to a member club to compete in national championships?

To compete in the Men's and Women's Club National Championships and the Men's and Women's Arena Club Nationals, you will be required to be a member of a USA Curling member club and have an individual Competitor membership. For all other national championships, participants are only required to have an individual Competitor membership.

Why is the date for membership earlier than in the past?

It's moving to December 1. Previously, the date for membership submissions was January 31, a date that was selected decades ago when many clubs began activities much later. Today, many clubs install their ice much earlier than in the past, and competitive events begin earlier in the traditional curling season. A number of clubs operate year-round, and some arena clubs operate primarily during the summer months. Making the club and individual memberships run from December 1 through November 31 brings clarity and consistency. We realize that in Year 1 some clubs will need special arrangements with the new date, and we will work with those clubs on an individual basis. We also realize that some individual members who join later in the season won't have twelve months of membership in Year One but that is resolved once their membership is on the established cycle.

Am I required to have a Competitor membership if I am playing in a 5U Bonspiel that is a National Qualifier?

No, you do not. You will be required to obtain a Competitor membership upon qualifying for the Five-and-Under National Championship.

Will I be required to have a Competitor Membership when I enter an event that is a national qualifier and requires an Intent to Compete form?

Yes. Any event that requires an Intent to Compete form has a qualifying process that requires Competitor membership.

Individual membership questions

Do I need a separate Competitor membership for each national championship I enter?

No. You only need one valid and current Competitor membership to participate in all national championships that you are eligible to play in.. You are not required to upgrade to a Competitor membership until you register for a regional playdown or a USA Curling qualifier event. If there are no regional playdowns, as in Senior Women's and Senior Men's Nationals, you do not need to upgrade to a Competitor membership until you register to play in the national championship. For Five-and-Under Nationals, a Competitor membership is not required until you qualify and register for the national championship.

Will fees for regional playdowns leading to national championships remain the same?

No. The USA Curling fee for entering regional playdowns will be reduced to \$25 from the previous \$150. That nominal fee covers our costs to manage registrations for each playdown event. Regional associations may charge a fee as well. Any regional association fees are collected USA Curling at registration and returned to the regional association after reconciliation. You will need a Competitor membership to participate in regional playdown events and national championship qualifier events.

What will I receive with a Basic membership?

A Basic membership comes with a number of benefits, including member discounts, an ID card, a bag tag, participant insurance, voting rights at the Members' Assembly, access to exclusive content, and more. The benefits of each membership can be compared on our website.

Do I need multiple individual USA Curling memberships if I belong to multiple clubs?

No. Your individual USA Curling membership travels with you. You will, however, be asked to designate a primary member club in your MyUSACurling profile.

I want to change my current tier of membership. How do I do that?

On the MyUSACurling platform, every individual member will have a profile. Once logged in, you can upgrade to another tier and pay USA Curling directly online. If you have questions or issues related to MyUSACurling, contact us at memberservices@usacurling.org. Our team can resolve most problems quickly.

Can I get a refund if I want to move to a lower tier of membership?

We cannot issue refunds during the calendar year if you want to move to a lower tier of membership.

If I already have a Competitor membership but want to coach a team at a Nationals or Qualifier event, do I need a separate Coach membership as well?

No. The upgrade to the \$100 Competitor membership covers a Coach membership as well. Please note, however, that people wishing to coach at a Nationals or Qualifier event will need to register for and complete the Introduction to Coaching, part of our new certification process. Please note that Coach certification includes a free US background screen, something that coaches were required to pay for in the past.

How long does my membership last?

Your individual membership is good from whenever you purchase it until November 30. In other words, USA Curling individual membership expires on November 30 each year, no matter when you joined. We realize this means that an initial year of membership may not be a full twelve months, but this will only occur once. After Year One of membership, your membership will always be a full 12 months from the December 1 renewal date.

Individual membership questions

My club already collected my USA Curling dues as part of my membership. Do I still have to pay?

No. When your club submits its roster, your membership will be uploaded into MyUSACurling. If you have only paid for a Basic membership through your club and want to upgrade to a higher membership tier, you will need to do that through our platform.

I bought an individual membership but then my club charged me for a USA Curling membership as well. Can I get a refund?

Yes. You can connect with us to request a refund. Send an email to memberservices@usacurling.org.

Will my membership be automatically renewed?

If desired, you can set your membership to auto-renew in the MyUSACurling platform.

I bought my membership in the summer. When does it expire?

Individual and club memberships are valid from December 1 to November 30 each year, no matter when the membership is purchased. In Year One of membership, that would mean a membership purchased any time after December 1 will expire the following November 30. Of course, when renewed, it would then be valid for a full year. If your club operates on a schedule that makes the December 1 date problematic, please reach out to us so we can make accommodations.

If my club is not a USA Curling Member Club but I am an individual member, are there championships I am excluded from?

Yes, but only two—the Club Nationals and the Arena Club Nationals. These are championships that celebrate the club nature of our sport, and we want to recognize clubs that are active supporters of USA Curling. For any other national championship, an individual Competitor membership is all that is required.

Can I get a discount if I have multiple family members who are also members of USA Curling?

We are not offering family discounts.

I am a Social member of my curling club. Can I get a USA Curling membership at a reduced cost?

With the new tiered membership model, we are no longer offering social members of a club a further discounted membership. We believe the Basic Membership offers more value than the previous social membership.

Club membership questions

How much will clubs pay to be a USA Curling Member Club?

Dedicated ice facilities will pay on a per-sheet basis—\$750 per sheet. Member clubs will also receive \$5 off their fees for every individual member who belongs to USA Curling. For example, a four-sheet club would pay \$3000 to be a USA Curling member club. If they have 300 individual members of USA Curling, they will receive a rebate of \$1500.

Arena clubs will pay a flat fee of \$300 with \$5 rebates for individual members, up to \$150.

Under this formula, overall costs—combining individual and club fees—are reduced for most facilities. For a very small group of clubs, total costs are not lower. We will work with those clubs on an individual basis to ensure their overall costs do not increase.

Why do Member Clubs receive a rebate for individual members?

Previously, clubs were required to have 95% of their members belong to USA Curling to be a member club. Under this new structure, that compliance standard is eliminated.

The \$5 per individual rebate incentivizes clubs to promote individual USA Curling membership. In addition, the participant insurance coverage provided through USA Curling helps protect member clubs from unexpected costs.

When will the Member Club rebate be calculated and applied?

On November 15 of each year, the number of individual members of each club will be determined. The \$5 rebate per member will be applied to Club Membership fees that are due on December 1.

What will the role of USA Curling Club Representatives be?

Each Member Club will have one male and one female USA Curling Representatives. Those representatives will be invited to join a monthly meeting with the USA Curling CEO and, whenever appropriate, members of the Board of Directors. This will be an opportunity to raise issues, make suggestions, and ask questions about the organization. If the club designates them, USA Curling representatives can also carry the individual votes of a Member Club at the Members' Assembly.

Club membership questions

My club was a member club, but left USA Curling in recent years. Will the club be responsible for payment of dues during the years was not part of USA Curling?

No. Clubs that left USA Curling are invited to join in this new model without being required to pay any dues or fees from the years when they were not members of USA Curling.

Can member clubs still collect USA Curling dues for their members?

Yes, member clubs that have always included USA Curling dues as part of club membership can continue to do so. When they submit club membership, they will also submit individual USA Curling membership dues and a corresponding roster.

Can member clubs offer and collect all levels of individual USA Curling membership?

Yes, member clubs can collect all levels of individual membership if desired. Here are the options for member clubs and the collection of individual USA Curling memberships:

- Collect all levels of membership from club members—submit a roster and dues to USA Curling with the membership tier of each individual reflected on December 1 (please email memberservices@usacurling.org for a roster template)*
- Collect only the Basic membership and have members upgrade themselves as desired on MyUSACurling*
- Collect no individual membership dues—encourage individuals to sign up directly through USA Curling on the MyUSACurling platform and add their club to their profile to generate the \$5 rebate*

Governance questions

How will the Board of Directors of USA Curling be formed?

Populating the Board of Directors will be done the same way it is done currently. Associations will elect a Director to serve on the USA Curling Board. At the annual Members' Assembly, member clubs will carry the votes of each individual member, although individual members can vote independently if they desire.

Will the GNCC have a Director on the Board?

The GNCC is invited to return to USA Curling and have a Director on the Board. A decision on returning to USA Curling rests with their leadership.

Why did USA Curling not institute the sectional approach for playdowns for Club Nationals, Mixed Fours Nationals, Arena Club Nationals, and U18 Nationals that was suggested by the Governance 4.0 Ad Hoc Committee?

While we see value in a sectional approach and have considered it previously—a balanced number of participants in each section promotes fairness—we believe there is simply not enough time to establish a sectional playdown process for this upcoming curling season. Going forward, we will review this and consider a sectional approach, working in partnership with associations to run them.

Additional questions

I don't plan to compete in National Championship events. Why should I join USA Curling?

It's a fair question. We know we have to earn the support of the curling community.

It's one reason why we have added more tangible benefits for individual members. With the \$25 Basic membership, those new benefits include an ID card, a bag tag, \$20 off your first purchase of \$100 or more at our online store, access to exclusive content, access to clinics and courses, and more. Step up to the \$50 Supporter level and you'll also receive \$10 off certification courses, 20% off tickets to national championships, and 10% off merchandise purchased at our events.

What does membership in USA Curling do beyond these individual benefits?

Quite simply, you'll be supporting the sport you love and the organization that is working to grow the game across the country. When the game is growing and clubs are healthy, it's good for everyone who loves to curl. USA Curling works toward Olympic success and the broad-based coverage it generates—coverage that translates into increased participation. We also deliver comprehensive webcast coverage, provide certification courses, help clubs improve their operations and ice conditions, and more. While we do not have unlimited resources, our dedicated team is working hard to provide value to every curler and every member club.

When will this new model be implemented?

The new model and corresponding changes to bylaws/policies will be voted on at the USA Curling Members' Assembly in October. If it is ratified, this model will be used from that time forward.

I still have questions. Who can I contact to answer them?

Us! Send an email to memberservices@usacurling.org or info@usacurling.org. Staff emails are also published on our website. We realize and understand there will be questions with this new approach. We're here to help. We may not have every answer right away, but our team will work to get you the information you need.