

BENEFITS OF USA CURLING MEMBERSHIP

As a member of USA Curling, you may already be aware of the many benefits available to you; indeed, you may have taken advantage of some of them in the past. Here is a summary of your benefits.

USCA provides tools to help clubs gain & retain members:

- Seminars: USA Curling offers very successful membership marketing seminars for clubs across the country. The goal: to help clubs determine what attracts people to curling and keeps them involved. Clubs which have fully taken advantage of this opportunity have seen a significant increase in their membership.
- “USA Curling” brochure provides a colorful introduction for prospective curlers or those wanting to learn more about the sport.
- Educational brochures on the basics of delivery, sweeping, strategy, spirit of fair play, curling with a stick, and wheelchair curling are provided to member clubs. These brochures are valuable tools in the introduction of curling fundamentals.
- Three videos, “Curling: A Lifetime Sport”, “Rock Stars”, and “Sweeping the Nation” provide clubs with tools from basic instruction to an entertaining introduction to curling for newcomers. These videos can also help new curlers play and enjoy the game in less than an hour.
- Rules of Play pamphlets and wall posters

Communicating with members

- U.S. Curling News: Six issues, mailed to each member household annually. This publication contains the bonspiel calendar and results, club news, strategy and other items for the recreational curler as well as championship coverage.
- USA Curling website: www.usacurl.org provides end by end championship results, as well as links to local clubs and a wide array of club development information and news for individual members as well as the general public.
- Between Ends: a monthly newsletter to your club management
- Directory & Media Guide, updated annually
- An e-Newsletter titled *Stone Soup* that comes out once a month and gives updates on what is happening in the world of curling, the goings-on in USA Curling, and also features a contest with official USA Curling merchandise as prizes.

Instruction for all ages

- Youth curling camps are held annually to help junior curlers increase their knowledge of the sport and improve their fundamental skills. They also serve to help identify future Olympic talent.
- Adults are also provided the opportunity to increase their knowledge of curling at instructional, officiating, coaching, and ice-making seminars. These seminars are offered at various locations based on interest.
- The Jr. Merit Program is a great way to measure the achievement of junior curlers. This five-tiered program offers the curler colored bars (red, blue, bronze, silver, and gold) for display on their curling jacket. They earn the bars through testing of their knowledge of on-ice skills and the sport itself.

College Curling

College curling continues to grow in the U.S., thanks to the help of the Illinois State Curling Foundation, which began a curling program back in the late 1980s. Successful National College Curling Tournaments have been held since the early 1990s; meanwhile, the number of states offering regional college curling tournaments has also increased.

Insurance

- Liability: USA Curling provides access to liability insurance programs with reasonable premiums and broader coverage than usually available from local agencies.

Championships for competitors

- USA Curling Men’s and Women’s Club Championship
- USA Curling National Mixed Championship
- USA Curling National Jr. Men’s and Women’s Championship
- USA Curling 2006 Paralympic Team Selection Event
- USA Curling Senior Men’s National Bonspiel
- USA Curling Senior Men’s & Women’s World Team Selection Event
- US Men’s and Women’s Nationals

Benefits for Hosting Championship Events

- Added revenue & community awareness
- A shot of enthusiasm for club members
- Satisfaction from hosting players from around the country
- “Media-marketing partnership model” provides training to committee leaders from USA Curling personnel
- USA Curling provides detailed contract, lists USA Curling and Host responsibilities, and serves as a comprehensive “how-to” manual

Merchandise

USA Curling is always adding to the line of apparel available through XP Apparel of Englewood, Colorado, as an official licensee for the US Olympic Committee and USA Curling. The items available include a variety of apparel and accessories. Items may be ordered at www.xpapparel.com or www.usacurl.org.

Database

USA Curling and AmerAust Technologies have worked together to create an online database that will offer many benefits to our membership clubs.

- Provide direct, Internet-based access for clubs/regions to update their membership information.
- Provide immediate and accurate membership information.
- Ability to generate a variety of reports.
- Provide each member of USA Curling their own password protected access to update their personal information and visit the Members-Only sections of the USA Curling site.
- Additional benefits will become available as the program evolves

USCA Business Office

USA Curling maintains a business office, located at 1100 CenterPoint Drive, P.O. Box 866, Stevens Point, WI 54481. The business office is open from 8:30 a.m. – 5:00 p.m., M – F. Call the office for advice or information, and we’ll direct you to the staff member or volunteer to help you. Telephone: 715-344-1199, or call toll-free 1-888-CURLERS (287-5377). Fax: 715-344-2279; e-mail: info@usacurl.org web site: www.usacurl.org.

In addition, USA Curling promotes curling in all its aspects and represents members at the World Curling Federation and the U.S. Olympic Committee. Further, it maintains close contact with other curling bodies, such as the Canadian Curling Association (CCA), to stay abreast of the latest development in techniques and tools that will benefit USA Curling members.