

**UNITED STATES CURLING ASSOCIATION  
Board of Directors Meeting  
September 15-16, 2007  
Holiday Inn Select Hotel, Bloomington, Minnesota  
Minutes**

**SATURDAY, September 15, 2007**

USCA Directors Present:

Georgia West, in the chair, Andy Anderson, Paul Badgero, Kent Beadle, John Benton, Geoffrey Broadhurst, Maureen Brunt (Sunday only), Robert Fenson, Jan Legacie, Judy Maier, Richard Maskel, Chris Moore, Tom O'Connor, Jay Packard, Bob Pelletier, James Pleasants, Leland Rich, Chris Sjue, Tim Solie, Mark Swandby, Karen Tait, Dick Urevig, Beau Welling, Sam Williams, Jon Wilson

Not present:

Janet Farr, Kathy Harlow, Peggy Hatch, Nicole Joraanstad, Bill Todhunter

Also present:

Jack Bernauer, Assistant Treasurer; David Eaton, Chair, Revenue Development Committee (Saturday only); Dave Jensen, Chair, Coaching Committee; Warren Lowe; Deborah Moulton, Chair, Youth Curling Committee; Brian Parsons, Compete-At; Ed Lukowich, USCA Athlete Development Director (Saturday only); USCA Staff: Rick Patzke, COO; Scott Higgins, Coaching Development Director; Dawn Leurquin, Administrative Assistant; Terry Kolesar, Communications Manager; Bev Schroeder, Member Services Director; Sandy Robinson, Controller

1. Call to Order: **West called the meeting to order at 1:21 p.m. on Saturday, September 15, 2007.**
2. Welcome and Introductions: West welcomed attendees to the meeting and introduced several people:
  - A. New Director: Tim Solie, Director from Minnesota
  - B. Introductions:
    - ◆ Scott Higgins, Coaching Development Director (Moore). Moore noted that Higgins does not have a curling background, and was selected on the basis of his knowledge of and experience with coaching best practices.
    - ◆ David Carlson, Chair, Bylaws Committee
    - ◆ David Eaton, Chair, Revenue Development Committee
    - ◆ Dave Jensen, Chair, Coaching Committee
    - ◆ Deborah Moulton, Chair of the Youth Curling Committee
    - ◆ Brian Parsons, Compete-At
3. Roll Call: Anderson conducted roll call and announced a quorum present.
4. Appoint Parliamentarian: West appointed Lowe meeting Parliamentarian.

5. Additions/Changes to the Printed Agenda: West noted that the Hall of Fame election, which requires an 18 hour period following nominations, will therefore be moved up in the agenda. The board must also vote to select a site for the 2009 National Championships/Olympic Trials. West asked that Elite Programs report today or at least the ADD section of the EP report.

6. Approve Minutes of the Previous Board Meeting: A motion by Moore, seconded by Pelletier, **to approve the minutes of the USCA board meeting of April 21-22, 2007, was adopted.**

7. Treasurer: Anderson and Bernauer presented.

A. *FY2007 budget-to-actual results* review. Results are now posted on the USCA web site, Director's Corner. (Current year results, in a more detailed form, are available to directors on request to the Controller at any time.) Bernauer reported that the exhibit shows a surplus of \$8,835 in the "USCA" class of accounts (USOC performance-funded programs are tracked separately). After final adjustments to close the fiscal year in preparation for the USOC audit later this month, it is expected that the USCA class surplus will be about \$20,000.

Anderson noted that the FY07 budget projected a \$41,000 deficit. The end result of a \$20,000 surplus means a \$60,000 favorable variance. This resulted from several factors:

- ◆ The USOC allowed some expense transfers from USCA to USOC class, such as \$3,200 for the Nationals Ice Maker.
- ◆ Increased member dues of \$35,000 over and above the budgeted, due to more members (the \$5 dues increase was budgeted).
- ◆ Increase over budget of \$9,000 for entry fees, due to more playdown entries than budgeted
- ◆ Sponsor AIT added an unbudgeted \$10,000 in cash to their VIK sponsorship.
- ◆ Fees collected for High Performance camp and Coaching Development Program.
- ◆ Increase of about \$8,000 for bank interest and contributions.

Bernauer recognized that although it didn't affect the variance, we did receive more VIK than anticipated from sponsors AmerAust (provided \$40,000 more than budgeted) and Nike (provided \$27,000 more than budgeted).

B. *Balance Sheets* comparing FY06 and FY07. Anderson reviewed the USCA Balance Sheet (Incoming Treasurer

Bernauer had distributed).

- i. Net equity: the USCA strategic goal has been to build net equity to \$250,000. With final FY07 adjustments noted above, net equity will be \$236,000.
- ii. There are no real liabilities on the balance sheet, with no debt per se. There are two contingent liabilities:
  - ◆ World Curling Federation stone loan program (also listed on the asset side). Clubs have stones for 2 years free; if they keep them, they have five years to pay. Option is to return stones to USCA. Worst-case is the USCA sends stones back to the WCF. The Stone Committee keeps track of stones' location (Jon Wilson).
  - ◆ \$125,000 loan to Potomac Curling Club (original balance \$200,000) – This is a WCF loan to the USCA, then re-loaned to Potomac CC, which has been prompt

on their payment schedule. The loan is collateralized at two to three times the principle.

- iii. The USCA cash position is \$297,000, better than last year. Treasurer and Controller will determine short-term cash needs and invest balance in CDs to get additional interest.

8. Ratify the Actions Taken by the Executive Committee at its Meeting Via Conference Call July 18, 2007:

- A. *Ratify budget.* Bernauer and Anderson provided background on the Executive Committee's approval of the FY08 USCA budget. The budget plan is basically a break-even budget. The USCA Operating Committee met in Milwaukee for several days at end of June, and also met via several conference calls. Anderson read a letter written in July to the Finance and Operating Committees [see Appendix A: FY08 Budget Letter from Treasurer Andy Anderson], noting the uncertainty of including revenue in the budget from anticipated cash grants from AIT and the Chicago Community Trust at a level \$5,000 over last year's income from these sources. It includes major USCA revenue sources from dues, entry fees and donations. Anderson noted the Donation Program had a \$20,000 unfavorable variance in FY07, and has projected this same level of income for FY08. The marketing rights agreement with the U.S. Olympic Committee is a major source of revenue, \$72,000 in FY08. The four-year term ends in 2008. Patzke and the USOC are in renewal negotiations. The four-year term renewal will likely generate similar annual revenue.

Anderson's budget recommendation has been accepted by the Finance Committee. Bernauer noted that, as good as the news is for FY07 results, given the revenue the USCA has for FY08, it was difficult to balance the budget. USOC funding changes created the need for adjustments to the USCA budget. The USOC Performance and Paralympic funding amounts for the FY08 budget are \$710,000 and \$55,000. USCA Vice Presidents create their own budget proposal. The largest USCA class expense item is staff and office expenses.

Bernauer noted that the Finance Committee anticipates recommending a dues increase for FY09.

**A motion by Pelletier, seconded by Maier, to ratify the Executive Committee's approval of the Fiscal Year 2008 budget, was adopted.**

- B. *WCF Development Assistance Program.* Annual \$10,000 "DAP" grants are available to WCF member nations. Patzke has applied for: \$4,000 for the Member Services Conference; \$4,500 for production of the promotional poster and informational/instruction brochures; and \$1,500 for the Marketing Summit. Patzke expressed appreciation for the support the WCF has given the USCA.

9. Finance/Audit Committee: Anderson reviewed the Finance/Audit Committee's meeting agenda.

- A. *Capital items and revenue.*

- i. Capital items proposed for the FY08 budget are: 3 additional sensor handles (\$2,100 total), and 2 new digital clocks (\$2,000 total).
- ii. The committee consensus is that the need to increase revenue will be ongoing.

- iii. The Donation Program is still a source of funds and efforts by all must continue, but the committee position is that the USCA should not focus on relative member region contribution level.
  - iv. USOC funding for USCA elite programs is likely to continue to rise, especially with continued competitive success.
  - v. The new WCF Mixed Doubles event results in another elite program and another annual competitive event.
  - vi. It is difficult to secure new sponsors.
  - vii. USCA is still charging curlers dues that are low relative to those charged by other NGBs.
- B. *Dues issues, Curl TV, upcoming audits.*
- i. Anderson suggested looking at the dues issue regularly to reflect increase in “cost-of-living.” Curl TV has proposed web-streaming of USCA and other curling events, with subscriptions to all USCA members at \$2/member. This could be covered by a small dues increase (no increase last season).
  - ii. If we have a dues increase, we must demonstrate the value of USCA – not just for elite athletes, but to all curlers – to build confidence in the USCA.
  - iii. Beadle noted that dues increases are a contentious issue. Suggestions:
    - o Avoid repeating past history by rarely raising dues so that, when USCA’s back is against the wall, a 25% dues increase is needed. The last increase was successfully sold because of special circumstances.
    - o Recognize the terrific job done by the central office – value to the USCA.
    - o Recognize that the cost of running the USCA increases incrementally, therefore it makes more sense to have smaller incremental dues increases, but more often. Palatable numbers such as a 3-5% increase to cover cost of living.
  - iv. Other suggestions related to a dues increase:
    - o Get the information out early enough so clubs can have budget well in advance. West will make sure regional associations know when the issue will come before the Board (likely April 19-20, 2008), so that clubs can have it in time for their budget work.
    - o The Board discussed the concept of communicating that the USCA is looking at a Curl TV deal that might mean a small increase in dues, but can provide benefits to members. The Finance Committee was encouraged to provide talking points for USCA and regional meetings. Anderson noted that the message has to be solid and consolidated, with need expressed and tied to increased member benefits.
  - v. All Directors were asked to communicate with members over the next six months to determine if the USCA needs a dues increase and, if yes, how to “package” it. The Finance/Audit Committee will work with the officers to bring the issue before the Board.
  - vi. West noted the upcoming USOC and CPA audits, after which West and Bernauer will work on the financial report, which can include talking points about what’s coming in the future. Anderson and Bernauer will be in Stevens Point for the USOC audit next week and the CPA audit in October. They have confidence in the Central Office books.
- C. *Financial policy.* Anderson read a policy statement related to donations [*see Appendix B: Draft Policy on Donations to the USCA*]. He will review with tax lawyers prior to adding to the USCA Financial Policy Manual.

10. President's Report: West refers Directors to her President's report [*see Appendix C: President's Report*].
- A. *Anti-Doping*. West proposes USCA endorsement of the U.S. Anti-Doping Agency's anti-doping resolution [*see Appendix D: USADA Anti-doping Resolution*]. This would reiterate the USCA commitment to the principal of drug-free sport. The resolution needs Board support. The USCA Coaching Agreement has the same sort of wording covering coaching and athletes, but the USADA statement covers other professionals who might work with athletes. West asked Directors to read the resolution. She pointed out the July 16, 2007 date of the announcement, and noted that USADA will be extending another invitation with a more relaxed deadline. West reported that Todhunter stated that the AAC firmly supports the resolution, which is in effect covered in the USCA's Player/Coach Code of Conduct/Agreement. The Board will vote on this issue tomorrow.
  - B. *2008 WCC*. Mielke is liaison with the WCF for the 2008 Men's World Championship. 45,000 tickets have been sold to date for the Grand Forks-hosted event. [*see Appendix E: World Liaison Report*]
  - C. *Pettit Liaison*. Packard reported that the Milwaukee Pettit Ice Center hosted High Performance and Coaching camps in 2007. During the Paralyzed Veterans Convention and Games, a cream-puff curling event was popular, and could be a good source of summer and off-season curling for USCA. The Pettit has changed to nonprofit status.

11. Miscellaneous Items:

- A. *Anderson resignation*. West read a resignation letter from Anderson as Treasurer [*see Appendix F: Anderson Resignation*]. Anderson will continue on the board, he is a WCF representative, with voice but no vote. West thanked Anderson for his dedicated and excellent service.
- B. *Elections*.
  - i. Board-elected Director. **Nominating Committee chair Fenson called for nominations from the floor. Bernauer nominated by Anderson, Sjue second. Fenson asked for other nominations three times and, hearing none, closed the nominations. Bernauer was elected by unanimous vote.**
  - ii. Secretary/Treasurer. **Nominating Committee chair Fenson called for nominations from the floor. Bernauer nominated by Urevig, Maier second. Fenson asked for other nominations three times and, hearing none, closed the nominations. Bernauer was elected by unanimous vote.**

12. Nominating:

- A. *Elect AAC Director*. The AAC has selected John Benton to be a USCA director. The Board must elect the AAC selected director. **Nominating Committee chair Fenson called for nominations from the floor. Benton nominated by Maskel, Sjue second. Fenson asked for other nominations three times and, hearing none, closed the nominations. Benton was elected by unanimous vote.**

Fenson reported that the committee will develop a full slate of officers and directors for election at the April, 2008 meeting.

13. Marketing & Operations: Wilson reported. [report continues on page 9, item 16]

- A. *Athlete/Curler Recognition*. Wilson asked Maskel to report.

- i. USCA Hall of Fame. Maskel described the Nomination process and the committee's criteria for considering candidates for the USCA Hall of Fame. The committee has considered a number of submissions, and is forwarding one candidate for Board consideration. The committee's philosophy is to maintain a very high standard of achievement. A two-thirds board vote is required for election after an 18-hour waiting period. Maskel distributed the Nomination Form [*see Appendix G: Haluptzok Hall of Fame Nomination*]. Directors who wished to do so spoke to the candidacy. Directors will vote by yes/no ballot tomorrow morning.
- ii. USCA Coach of the Year and Developmental Coach of Year. A Director asked if coaches fall in any of the Hall of Fame categories (curler, builder, team). Maskel responded that people often wear multiple hats; the committee looks at individual cases and the overall resume. When the committee makes a recommendation to the Board, they determine – and sometimes change – the category. Are requirements subjective? Maskel indicated the broad criteria, which are not tied to the number of championships or the number years on the board, etc.

#### 14. Championships:

##### A. *Committee activities.* Pleasants reported.

##### i. 2009 Olympic Trials Site Selection.

- ◆ Denver is proposed for USCA Board approval to host the 2009 USCA Nationals/2010 Olympic Trials, February 21-28, 2009.
- ◆ For most events, the Site Selection Committee determines criteria for selecting event hosts, solicits bids and visits sites, then makes recommendations to the Championship Committee; Maier solicits sites. For the Olympic Trials, a special process was used. Patzke made a Power Point presentation.
- ◆ The Olympic Trials (one and the same as the Nationals every four years) is the USCA's biggest asset, not just dollars, but emphasis is on visibility.
- ◆ The Trials "Request for Proposal" (RFP) was built along samples used by other NGBs and the USOC, more rigorous than our general bid form. The RFP went out in early June. Letter of intent due in one month; 15-20 packets sent out. Seeking an arena venue that could seat several thousand. Prospective hosts were asked, "How can you help us make this a major entertainment event?" Bidders included Bismarck, Fairbanks, Milwaukee, Detroit, Rochester, and Denver. Welling's assistant and Chandler put together a comparative bid spreadsheet for the panel's use.
- ◆ The Trials bid review panel included Joraanstad, Welling (outside of curling but has worked with large events), Wilson (involvement with SLC Games), Bob Chandler (Lowell World Championships – recommended by WCF), Garland Legacie (USCA icemaker – initial consultation), West (originally a consultant), and Patzke. The panel met via teleconference.
- ◆ Patzke described the selection criteria and qualifications of each bidder, and there was extensive discussion about the material presented
- ◆ The USCA directors congratulated the selection panel for its work and the presentation.
- ◆ Patzke indicated he is working on television coverage for the Trials. The Trials event is owned by the USOC, which owns broadcast rights, and the USOC has in

turn sold broadcast rights to NBC. The Trials will be held about six months after the Beijing Olympics.

- ◆ Patzke discussed Trials sponsorship opportunities and provided several scenarios illustrating how the USCA and Denver might share sponsorship dollars. He noted that the USOC will help market the Trials to their sponsors and the USCA/host committee would keep the dollars.
- ◆ Patzke commented on logical issues, noting that similar events could take several years of planning.
  - a. Logistics are a lot easier for an event in an arena than in a club as far as making the event look good.
  - b. The arena icemaker is a Canadian who's excited to be learning more about making curling ice.
  - c. The USCA will need a nucleus of volunteers. The host has impetus to get the 300 Colorado curling members. Lowell had 350 volunteers. Metro Denver has a database of 300 volunteers that they use for many events they coordinate.

Motion by Pleasants, seconded by Pelletier, **to accept Denver's bid to host the 2009 Men/Women's National Championships/2010 Olympic Trials.** No further discussion.  
**Motion was adopted.**

The directors again congratulated the selection panel for their efforts. Actions are needed:

- ◆ Patzke contact all bidders; commence contract negotiations with winner; draft a press release; announce the winner publicly on Tuesday, September 17.
- ◆ USCA office send Directors an email indicating sites have been notified and it's OK to discuss publicly.
- ◆ West will appoint a liaison person. Those interested, please advise West. Trials Liaison will be an important commitment.
- ◆ Recruit and negotiate with sponsors and TV broadcasters, and recruit 300+ volunteers!

**West called a break 3:15 p.m., and called the meeting back to order at 3:25 p.m.**

NOTE ON ELECTIONS: USCA By-Laws Committee chair Carlson alerted the board that the election of Jack Bernauer and John Benton are subject to Article 5 – Nominations. The bottom line is that an 18-hour waiting period is required before the vote, since the nomination was from the floor. **Even though unanimous, these votes must be re-done tomorrow.**

15. Competitive Programs: Moore reported.

- A. *Overall [see Appendix H: VP Competitive Programs Report]*. Moore's committee functions include Elite Programs, Coaching, World Team Preparation, Adaptive Curling and Sports Science. Moore noted that most activities are guided by the USCA High Performance Plan. A major USOC strategy shift has been to focus funding on athlete-direct and coach-direct rather than on administrative support. USOC support of athletes and coach development is very generous. The USOC has cut back support for Team Leaders and championship events.
- B. *Highlights*. Five early ice sites this summer and fall. Annual athlete funding program finalized and regions will soon be notified. USOC approved a \$20,000 discretionary fund that the ADD controls for support for second tier elite emerging teams to get them to more competitive bonspiels. There is funding for coaches of elite and world teams.

- C. *Athlete Development Director.* Assistant ADD Rob Meakin has returned to competitive play and has resigned. USCA intends to hire a new AADD to work with our teams through next season and then into the Vancouver Olympics. May spread AADD role over several people (no candidate is available for the whole season). Spring: search process to hire AADD.
- D. *Junior ADD.* Lynita Delaney is ably filling this role.
- E. *Coaching Development Director.* Scott Higgins is the new CDD and is putting his plan together. The USCA Coaching Committee met for an extended period this weekend. Chair is Dave Jensen, who is developing a “shadowing program” to fund coaches below the elite level to shadow top coaches in action at international competitions.
- F. *Adaptive Curling.* [see Appendix I: Adaptive Curling Program] A flyer is available on the USCA website. Steve Brown will again be the National Team Development Coach, working primarily on the competitive side to prep teams for World Championships. The World Team selection process will again be individual, with four athletes selected as the team core. There will be November tryouts to add three more to the team through December, after which five athletes will be selected for Worlds. Last year Team USA came in fifth, losing four last shot games. The team is improving every year. They are tremendous people and great competitors. The new Adaptive Curling Outreach and Development Director is Marc DePerno, who will grow wheelchair curling throughout the U.S., both recreational and competitive. He will hold clinics in Utica in October. Please inform clubs in your association. DePerno runs the adaptive sports program with Sitrin, and has lots of connections with sponsorship and fundraising.
- G. *World Team Preparation.* Jan Legacie chairs this group, and needs help on that committee. Contact Jan to help. Major issue: Future Team Leader development. Main objective is to ensure we have a good pool of Team Leaders to choose from to send to Vancouver in 2010. The USOC now funds Junior World TL only. USCA will send one other person to Junior Worlds to learn. For adult Worlds, one idea is to use “Team Leader Lite” concept: advance help ... a day or two at Worlds to make sure team is acclimated.
- H. *2010 Olympic Team Selection.* 2010 process will be the same as used for 2006 for athletes, coaches, team leader and extra staff, with Executive Committee approval and final Board ratification, then USOC approval. Based on USOC schedule, selection procedure must be submitted this month.
- I. *USOC relationship.* Current USCA relationship with USOC Sport Partners is very good. Example: dollar reallocation requests approved both in USOC and PARA sides. Brian McWilliams has been designated by the USCA and the USOC as the USCA physical therapist through the 2010 Games. Patzke noted that the USOC provides a lot of good resources.
- J. *ADD report.* ADD Lukowich’s job is to get teams ready for Nationals, Worlds and winning. He will work with teams using early ice, then go to top cashspiels events with teams and coaches. Overall, a 12-month training process. USOC Sport Science and Technology resources are often used. FY07 activities included:
- i. High Performance Camp June 15-17 at the Pettit Center; a variety of Sports Science studies; advanced video techniques such as Dartfish.
  - ii. DVDs being created: Icemaking with master icemakers Mark Shurek and Garland Legacie, and Warm-ups with Brian McWilliams. This proprietary information is shared with athletes and coaches but not over the Internet.

- iii. April Heinrichs of the USOC is head of the USCA “Sportfolio.” She and other USOC sports science experts presented at the Pettit Camp. AAC member noted the value of having a USOC presence at Pettit Camp; he felt that it gave the camp great credibility.
- iv. Two online seminars were presented: Sport Psychology with Dr. Saul Miller, and Advanced Strategy with ADD Ed Lukowich.
- v. The Continental Cup series is tied at 2-2. Teams Birr & McCormick will represent the U.S. on Team North America December 13-16, 2007.

16. Marketing & Operations: Wilson reported. [report continued from page 6, item 13]

F. *Revenue Development*. Eaton reported that 2008 is the USCA’s 50<sup>th</sup> anniversary, which should be recognized and celebrated.

- i. Logo. A 50<sup>th</sup> Anniversary logo has been developed for use on all USCA printed materials, in the *Curling News* and on the website.
  - ◆ The logo can be featured on merchandise (XP Apparel) and items for sale at events, and in the Donation Pin Program.
  - ◆ Eaton thanked Ann Garber, Market Square Communications Incorporated, for donating logo design.
  - ◆ The committee talked with vendors about 50<sup>th</sup> logo merchandise. One vendor has agreed to insert flyers with invoices. Vendors are willing to affix logos to merchandise the USCA purchases, sell the merchandise, and split the profits with the USCA. Eaton noted that the USCA’s only distribution arrangement is with XP Apparel. Purkey will work with XP to determine which items get the 50<sup>th</sup> logo. Goal: 50<sup>th</sup> anniversary logo on merchandise by fall. The USCA will not commit money to a merchandise inventory.
  - ◆ Fiftieth anniversary ties and scarves will be purchased for sale to board members.
- ii. “Great American Bonspiel” idea for Las Vegas in 2008, with 300 teams, but no ice available. Pettit option is more expensive.
- iii. USCA Centennial Trust approved by the committee.
  - ◆ Option 1: 15 donors donate \$1,000 each. Money untouched for 50 years to gather interest. At the USCA Centennial anniversary there would be \$200,000 in the trust.
  - ◆ Option 2: Start with \$15,000 and add \$1,000 per year for 50 years. Result, \$400,000 for the Centennial.
  - ◆ Discussion: first \$2,000 donations secured.
  - ◆ Bank trust departments will not set this up because it requires no work, and therefore generates no income for them. Therefore, find someone among us who would volunteer to develop the trust document and be the trustee.
  - ◆ The committee envisions soliciting the \$15,000 within the ranks of the curling membership: target lists, networking, marketing.
  - ◆ Extensive discussion ensued regarding pros and cons of a trust program and several other fund raising ideas. It was noted that the USCA needs both long-term and short-term increased revenues.
  - ◆ **Consensus was to table the subject. West referred it to the Finance/Audit Committee, with the direction to would work with the Revenue Development and Planned Giving Committees.**
- iv. Eaton showed samples of the 2008 Donation Pins.

17. Chief Operating Officer: Patzke reported [*see Appendix J: COO Report*]
- i. Patzke thanked his staff and introduced each staff member present.
  - ii. Patzke described a new USOC campaign called Amazing Awaits, designed to generate public engagement with the Olympic movement. The USOC makes this program available for NGB use.
  - iii. Patzke attended a sponsorship workshop at USOC HQ last week. The event included a number of good sponsor connections. Pete Fenson was the USCA athlete representative. Carl Lewis introduced himself and said, “Curling. I just got hooked – I couldn’t stop watching it.”
  - iv. The Korbel Elite Curling Challenge TV show will be taped in NYC October 26 at Rockefeller Center, outdoors. Mark Shurek and Greg Ewasok will be the icemakers. The show will feature Team Fenson vs. Sweden’s Peja Lindholm team.
  - v. Patzke reported that Compete-At will provide a demonstration to the Board tomorrow. Their system can streamline the event registration process and benefit club bonspiels, too. St. Paul is using the system for their cashspiel. The system facilitates online event management and can include a draw library.
  - vi. Patzke and Kolesar completed a site visit to help with the planning for the 2008 Hibbing Nationals. The first USCA men’s champions, in 1957 at Chicago Stadium, were from Hibbing. Directors were urged to book hotel rooms soon, as a hockey tournament is scheduled at the same time.
  - vii. Patzke concluded, “We (staff) are never bored. We appreciate your support!”
18. Member Services: Sjue reported. [*see Appendix K: VP Member Services Report*]  
[report continues on page 13, item 25]
- A. *State Games*. The USCA joined the State Games of America as an affiliate member. State Games are an opportunity for competition for the club curler. If enough states add curling to their state games, curling might get a spot at the National State Games. States can determine the category/discipline. Sjue encouraged states and regions to consider a Youth competition.
  - B. *Regional Member Services Conference*. The MSC was held in June in Pittsburgh, in conjunction with the local Summerspiel. The high point of the conference was Eric Davis, an attorney with the Pittsburgh Curling Club – two hours on attaining nonprofit status and two hours on seeking grants. The presentation was videotaped, and a DVD will be available for purchase on the USCA’s website. DVDs will be available in about a month. Cost will be \$10 to \$20.
  - C. *Training & Instruction*. Chair Jon Mielke will contact regions to ask them to appoint a training course instructor. Then, the focus of the next MS Conference will be training. Mielke encourages Directors to go back to regions and talk up the MS conference to generate even more club representation.
  - D. *Adult camps*. Mielke is working to develop curling camps for adults who have been curling for four to five years. Camps are designed to help them move up to the next level. Good camps can be a way to generate USCA revenue.
  - E. *Arena curling committee*. The committee is working to develop assistance for clubs to make higher quality arena curling ice, with one concept being a “Cookbook for arena ice.” The committee also wants to focus revenue generation for arena clubs to help them survive.

F. *Youth curling, background checks.*

- i. Sjue asked Directors to urge all clubs to get background checks for the people who work with youth. The USCA's Schroeder can assist clubs to get started with background checks. She described the process for USCA events: Any coach having a team qualifying for Junior Nationals, and adults at all USCA junior camps (instructors, food, support staff) must have a background check. The process is simple, but takes 2-3 weeks for final clearance. The USCA requires annual background checks. Sjue noted that the USCA pays the costs for camps and the Junior Nationals. Clubs pay for their own background checks.
- ii. The committee is working on a 14- to 18-year-old Olympics (Youth Olympics).

**West adjourned the meeting for the day at 5:30 p.m.**

###

**SUNDAY, September 16, 2007**

**Meeting reconvened by West at 8:00 a.m. Sunday, September 16.**

Roll Call: Anderson confirmed a quorum to be present.

19. Ratify Saturday's Elections: A motion by Moore, seconded by Fenson, **to accept Anderson's resignation as Treasurer, was adopted.**

A motion by Moore, seconded by Beadle, **to elect Bernauer as Board-Elected Director, was adopted.**

A motion by Moore, seconded by Beadle, **to elect Bernauer as Secretary and Treasurer, was adopted.**

A motion by Pelletier, seconded by Rich, **to elect Benton to the USCA board as an AAC Director, was adopted.**

20. Hall of Fame:

Ballots were distributed for the Hall of Fame election, a yes or no vote, with Kolesar to count the ballots.

21. USADA Resolution: [*see Appendix D: USADA Anti-doping Resolution*]

A motion by Swandby, seconded by Badgero second, **to endorse the USADA resolution.** Discussion. Maskel and Todhunter (per communication to West) stated that the AAC supports endorsement because it is broader than what is in our Athlete/Coach agreement, and is very positive for our sport. **Motion was adopted.**

22. Hall of Fame Election Results: Maskel reported.

**Mark Haluptzok received more than the 2/3 majority vote needed for election to the USCA Hall of Fame.** Bob Fenson will be the USCA representative to inform Haluptzok.

23. Board Development: Pelletier reported. [see Appendix L: Leadership Development PowerPoint]

- i. Pelletier noted that this committee was formed to comply with the USCA Strategic Plan Priority #5, which deals with governance. Pelletier distributed material to each Board member including the “Two Principles of an Exceptional Board: Mission Driven, and Strategic Thinking.”
- ii. Pelletier announced that Solie, Broadhurst, Brunt and Badgero will join the Leadership and Development committee.
- iii. Forty percent of Board members responded to the three board assessment survey forms sent to them. Pelletier reviewed survey results: Things we do well; Other Positive Items; Items That Need Work. Respondents indicated on self-evaluation form that they are fulfilling their responsibilities and enjoy being on the Board. Information about the Board Meeting evaluation is posted on the Directors Corner of the USCA’s website.
- iv. The L&D committee has agreed to work with the President’s appointee who will lead the Strategic Planning process in 2008 (the current plan extends through 2008). All Board members have an active role in Strategic Plan development. “Face and resolve issues early:” Pelletier believes that the USCA Board does a great job doing this for our members.
- v. Pelletier plans to have an expert address the board at the next meeting on topic of strategic planning. Pelletier will also facilitate a look at fund raising, and public relations and advocacy. Pelletier will solicit ideas from the Board and members on how to improve on the three issues above; he also invites volunteers to join the committee.
- vi. Individual board member development will be addressed in future. Board guidance on what the USCA is looking for in a Director, what competencies we need, could guide regions as they determine a slate for their elections.
- vii. Pelletier thanked committee members and USCA staff for their work.

24. American Curling Foundation & Museum (ACF&M): Urevig reported.

- i. A brief history of the ACF&M: The ACF&M was set up as a state of Illinois 501(c)(3) corporation prior to the USCA attainment of tax-exempt status. The Museum had a separate board, and merged with the ACF in the mid-1980s. The Museum is housed in the Chicago Curling Club. Ten to 12 years ago, ACF&M President Elgie Noble discussed merging with the USCA. A merger didn’t happen, but the money was moved up to the USCA account and is carried on the USCA books as a liability.
- ii. The ACF&M occasionally makes contributions to the USCA.
- iii. The ACF&M has just under \$30,000 in assets, with no staff. Activities include operating the Museum and the 8-ender recognition program.

The ACF&M may be the vehicle for managing the funds of the USCA’s Planned Giving Committee. It is already a 501(c)(3), and has an arms-length relationship with the USCA. . The ACF&M board wants to formalize the relationship with the USCA and to re-determine the mission of ACF&M. The ACF&M board may have to expand its roster outside of the Chicago area if it is to accept funds from outside of Illinois. Dave Duerwachter is president, John Madden, Anderson and Urevig are ACF&M board members. Jim Miller is the volunteer Museum Curator

25. Member Services: [report continued from page 10, item 18]

A. *World Curling Federation Stone Program.*

- ◆ Wilson reported that contracts are signed for all 40 sets of WCF stones. Willmar, Minn., will get the final two sets. The Stone Committee will set up a liaison with the clubs to see how things are going and remind them of key dates and responsibilities.
  - ◆ The stones are recorded on the USCA books.
  - ◆ The 40-set WCF stone loan program has satisfied the present need for stones in the U.S.
  - ◆ The WCF will spend \$250,000 a year for the next four years purchasing stones to develop curling throughout the world. WCF has bought enough raw granite from Ailsa Craig to manufacture stones, they estimate, for the next 12 years.
  - ◆ Wilson expressed appreciation to the WCF for this program.
- B. *Ogden stones resolution.* Wilson has advised the Ogden club they have to pay for the stones they received around 2000. Ogden will start raising money. The USCA will negotiate a contract with the WCF with a five-year payment plan. The USCA will bill Ogden and pay the WCF.
- C. *Catch-up on stone contracts.* The USCA is negotiating with clubs that have stones but no stone contracts. Clubs can buy or return the stones. The intent is to be consistent with contracts, but flexible where possible.
- ◆ Boise is buying, will begin paying in September. Jug Mountain, McCall, Idaho, will be returning the stones they've used. These will be sent to Crested Butte, Idaho.
  - ◆ The USCA will also identify club-owned stones that are for sale.
- D. *Boulevard stones.* The USCA owns four sets of stones shipped from the defunct Boulevard club of Canada two years ago. These were paid for by a combination of WCF "DAP" grant and USCA dollars.
- E. *Stones on USCA books.* In general, as stones are paid off, the money will be used to purchase future stones. All stones are now on the USCA books, valued at \$20,000 (other than the WCF loan program stones). Wilson reported that some stones that had not been placed into inventory are in pretty bad shape (e.g., rocks in Arkansas that came from Kansas City). The USCA is not pursuing those stones.

26. Marketing & Operations: Wilson reported.

- A. *Revenue Development.* Wilson reported for Eaton's committee.
- i. The committee is working on a regional sponsorship program.
    - ◆ A current example is a regional sponsorship effort in Minnesota targeting Target and Budweiser.
    - ◆ At a national level, all sponsorships must go through the USCA office.
    - ◆ The regional sponsorship model will be structured so that the USCA can provide value to its Member regions through helping them to develop sponsorships by leveraging the increased visibility of curling.
    - ◆ Marketable assets include curling ice as signage space.
    - ◆ One of the challenges is to identify how a small club in a rural area can benefit a sponsor.
    - ◆ The committee will have two to three options in a plan for the April board meeting. Research will be done to talk with target clubs to identify sites for a pilot program; to define target groups for sponsors, and to develop a "sell sheet."
  - ii. *Curling hats.* Keir Kerwinski of CurlingHats.com will sponsor the St. Paul Cashspiel and will have a booth at Worlds with novelty items. USCA could have an exclusive partnership for curling stone hats and cookie/candy mold trays. Options include:

- ◆ Buying stock and selling it (XP Apparel could do fulfillment; in-house fulfillment is not feasible).
  - ◆ Licensing use of the USCA logo to CurlingHats.com and receiving a royalty.
- iii. *Sponsorship development.*
- ◆ Consideration was given as to whether the USCA should approach a potential sponsor with a major regional presence and, if successful, offer an opportunity to all U.S. clubs. Consensus was that it would be more effective to focus on clubs in the sponsor's region. A regional pilot with Minnesota, for example, could provide a template for a marketing plan that the USA could use with other regions and other sponsors. Combining regional and national sponsorship would enhance USCA public relations and build fund raising.
  - ◆ Curling's assets include ice, buildings, the *Curling News*. Asset marketing includes using in-ice logos, ads on scoreboards and in programs,
  - ◆ USCA needs demographic data to help it sell sponsorships. The lifestyle survey posted online in the USCA's Director's Corner is the most recent information.
  - ◆ Pazke noted that one of the goals of the strategic marketing summit that will be held on Monday is to determine what the soul, the USCA brand, means to audiences – and how to convey that message to audiences and to sponsors (use TV ratings, website statistics, lifestyle survey).
- iv. Wilson thanked the Revenue Development Committee for their work.

27. VP Operations: Wilson reported. [*see Appendix M: VP Operations & Marketing Report*]

Wilson thanked his chairpersons.

A. *Athlete/Curler Recognition*. Maskel reported. The main business for this meeting was the Hall of Fame election. Maskel thanked Directors, and noted that June 1 is the deadline for nominations to be sent to the USCA office (he reviewed the necessary forms).

B. *Bylaws/Governance*. Carlson reported that the Bylaws will have changes to be noticed prior to the spring meeting.

C. *Human Resources*. Swandby reported.

i. Staff issues.

- ◆ The Human Resources Committee deals with staff issues, mostly central office staff, peripherally with ADD and others.
- ◆ Swandby thanked staff for everything they do and noted they are extremely hard working.
- ◆ The good news is that work is getting done, the bad news is the very heavy workload, allowing for no down time and potential for staff burnout, which could become a significant problem. The cause is more workload.
- ◆ The USCA staff was reduced by .75 FTE in FY07.
  - The new voicemail system has helped.
  - The committee has discussed short-term assistance, e.g., interns.
- ◆ It was noted that during the Olympic years, staff is in a pinch due to workload spike.
  - The COO is going to work with staff to come up with a proposal to address staffing during that time period.
  - The USCA could ask the USOC for an increase in funding for staff during Olympic years. Swandby noted, however, that the USOC has been consistent in reducing funding for NGB staff across all NGBs. He

reiterated that the USCA is getting more money overall from USOC, but the funding is directed to athlete programs.

- A school with a sports management program may want to send an intern. Swandby will contact some universities.
  - Consideration was given to seeking sponsorship to support a position during the Olympic year.
  - ◆ One argument supporting a dues increase is the need to take care of staff properly. The USCA must be prepared to provide information about what the staff does, perhaps in the form of a “sell sheet” that provides a working model of staff and projects. The sell sheet would focus on the work done for new clubs, for annual club mailings, for the new stone loan program, for Member Services conferences and seminars – programs that don’t have anything to do with championships (to counter the perception that staff spends most of their time on championships). West noted that the USCA Annual Report includes a list of “core services.” It was suggested that the USCA quantify hours, percentage of time spent on various USCA programs. Swandby indicated the HR Committee will look at core services and use those as a starting point.
  - ◆ Pros Consulting suggested implementing a staff and COO performance evaluation system, codified within the USCA Employment Handbook. The COO evaluates staff.
  - ii. Job descriptions have been sent to committee chairs and VPs for updates. All committee chairs have updated job descriptions. The committee is working on updates of staff job descriptions.
- D. *Leadership Development*. Reported by Pelletier earlier in the meeting.
- E. *Media*. Kolesar reviewed her projects. [*see Appendix N: Communications Manager Report*]
- i. U.S. Curling News.
    - ◆ Deadline for the first issue is September 21.
    - ◆ The budget calls for five issues this season, with no summer issue.
    - ◆ Market Square Communications Incorporated has redesigned the *News*’ masthead to incorporate the 50<sup>th</sup> Anniversary logo.
    - ◆ Front-page color ads can now be sold and the USCA has already sold some.
  - ii. Website. The website has been redesigned and is now better organized.
    - ◆ The Welcome page has more up-to-date info.
    - ◆ The site links to instructional, recently installed animation designed to assist instructors and coaches do fault analysis.
    - ◆ The site is designed for use by athletes, coaches, instructors, a lot more dynamic than our older website. Suggestions and comments are welcome.
    - ◆ Kolesar promoted use of more outbound email notices to generate more hits on the site since hit quantity is important to potential sponsors. Perhaps use a forum like CurlingZone. This is time-consuming, so an outside partner is needed. Some technical discussion ensued.
  - iii. Media Guide/Directory. Fifty percent of the 2008 Media Guide production expense was paid for with ads! Kolesar thanked the advertisers.
  - iv. Other.
    - ◆ For the first time, ads have been sold for the USCA’s set of Instructional Brochures.

- ◆ *DRAFT Magazine*, a beer magazine, did an article on curling.
- F. *By-laws*. Carlson noted that adoption of the Code of Ethics was reviewed by the board at the last board meeting and is on the table this meeting [*see Appendix O: Code of Ethics*]. It is posted on the USCA's website in the Directors Corner. If approved, the Code becomes part of the USCA Policies and Procedures Manual.

A motion by Beadle, seconded by Urevig, **to adopt the Code of Ethics as Noticed at the April meeting, was adopted.** Discussion: a suggestion was made to add the Code to the USCA Conflict of Interest statement for signature at the next meeting. The board suggested including the Code in a subsequent *Curling News* issue, to illustrate the commitment Directors have to the USCA membership.

28. USOC: Patzke reported.

- A. *Content License Agreement*. Patzke reported on the successor to the four-year Joint Marketing Agreement.
  - ◆ The CLA term is 2008-2012. Negotiations are ongoing.
  - ◆
  - ◆ Patzke noted that when the CLA agreement was first offered, most NGBs didn't sign. The USCA countered the USOC's proposal. Other NGBs got together, reviewed and edited the offer. Since then, according to the USOC, over half have signed the agreement. Some of the larger sports haven't signed; some have signed sections
  - ◆ USCA's counter offer was submitted at the end of May. The USOC legal team has been backlogged, but the process is moving along.
  - ◆ What the USCA gives/retains in exchange for the money:
    - USOC would own broadcast rights and streaming rights to any events the USCA owns.
    - The USCA can still have its own sponsorship, can sell ice signage.
    - USCA would not control the naming rights for TV events.
    - The USCA is asking for coverage of a minimum of three events a year; if the USOC isn't going to do that, the USCA wants 10 months notice, to force them to exercise or not exercise their option as far in advance as possible.
  - ◆ The USCA agreement is a little more complicated because efforts are also being made to strike a partnership with CurlTV that would benefit everyone, including the USOC.
- B. *Olympic University*. The USOC Olympic University promotes leadership and team-building. The OU is designed for sponsors to attend. It uses sports to focus on issues central to a sport, and then apply the concepts to life. Patzke gave the example of judo and the concept of leverage. The USOC is ready to conduct sessions with curling, which is good news. Curling's focus is Teamwork. Future OU sessions will need instructors.
- C. *USOC/AAC report*. Maskel reported that USOC AAC representative Todhunter couldn't attend this meeting, and there is no report.

29. Compete-At:

- ◆ Brian Parsons reported for Compete-At.com, a web-based software company providing NGBs and clubs with capability for event management and online event registration.
- ◆ The USCA and Compete-At have signed a contract for event management.

- ◆ All USCA Championship event registration will take place electronically. Schroeder provided an extensive demonstration of how the system will work and how it compares with prior processing procedures. Schroeder emphasized that the USCA still controls review of paperwork. The event administrator will receive email reports when a team signs up, and the teams also receive a notice that their data entry is in the system. A team is not accepted as registered until all team members submit their information and the team pays the entry fee. Entrants will have check or credit card payment options. Registration deadline will be 5:00 p.m. CST on deadline day.
- ◆ For USCA events that require U.S. citizenship, the USCA posts a web list of curlers who have provided Proof of Citizenship documentation (a one-time proof). If a curler's name is not on this list, they must fax proof of citizenship to the USCA office.
- ◆ The new system streamlines the entry fee process. The USCA will receive a check from Compete-At every two weeks, together with reports identifying payees and payments.

*[Fenson leaves the meeting at 10:00 a.m.]*

- ◆ Curling's area has a "Resources page" that includes 60-65 blank draws for club drawmaster use.
- ◆ Leurquin then demonstrated use of the system from an individual's perspective (not an event administrator).
- ◆ Parson's noted that Compete-At is working to link Compete-At with our membership database so that when people register, it will notify the database.
- ◆ Compete-At has privacy agreement posted on its website.
- ◆ Every USCA member will be given free "passport" that provides access to the site.
- ◆ The partnership with Compete-At extends to all of our clubs.
- ◆ Schroeder is working with Robinson to set up an e-commerce store.

**West recessed meeting for a break at 10:23 a.m.**

**West reconvened the meeting at 10:36 a.m.**

30. Championships: Pleasants reported. *[see Appendix P: VP Championships Report]*

Pleasants thanked his committee for their hard work this summer, with four lengthy teleconference meetings, including seven athletes. All views were heard, difficult decisions made.

A. *Report on committee activities*

i. Miscellaneous.

- ◆ The Mixed Nationals will have 10 teams.
- ◆ Draw Shot Distance adopted as a way to determine who gets the hammer for all championships
- ◆ The Committee adopted policies to help do the Seniors draw.
- ◆ The Championship Rules booklet is written (thanks to Schroeder and Williams for the tough job integrating our rules with the new WCF rules).

ii. Stick Rule.

- ◆ The Stick Rule came to committee from WCF; after initial discussion, committee adopted the Stick Rule.
- ◆ Pleasants noted that the Stick Rule is a hot-button issue for many curlers, and that the Committee discussed the pros and cons of adoption

- Adoption gives incentive to clubs to try it out, and to give feedback to the USCA so that it, in turn, can provide information to the WCF.
  - The Canadian Curling Association has voted not to adopt the rule this year, to allow additional study.
  - USCA members also wanted to do additional study before adopting.
  - ◆ The Championships Committee decided not to adopt the rule this year, but encourages stick curlers to try it. Clubs have already volunteered to test the rule and to give feedback.
  - ◆ The USCA will coordinate with CCA, which will also test the rule. By end of January we'll have objective feedback and have a recommendation for the WCF.
  - ◆ The committee will ask the *Curling News* to prominently publicize the suggested new release point.
- iii. Awards. No report.
- iv. Field of Play.
- ◆ *Sensor Handles*
    - The committee had a teleconference with Startco (sensor handle manufacturer). As part of the capital budget, the USCA will order three additional handles (to make six full sheets with some spares), as well as new battery packs and another jig for insertion in ice of magnetic strips.
    - In future, there is additional software USCA might want to purchase to indicate low batteries.
    - Pleasants and Maskel talked with Shurek and Legacie regarding a transition plan for the USCA icemaker. The plan is for Legacie to be head icemaker at the Nationals in a couple of years.
    - The USCA needs a plan for provision of championship stones, and a plan to deal with magnetic hot spots in clubs (these negatively impact sensor handles).
  - ◆ *Icemakers at events.*
    - Maskel noted that the USCA provides icemakers for Junior Nationals and Nationals. For all other events, this is responsibility of the host site committee.
    - Maskel reported that the USCA and club sites sometimes need assistance in preparing championship ice. He suggested that local icemakers who are interested in upgrading their expertise contact USCA Head Ice Technician Garland Legacie. West noted that Legacie came to a local club last year to help with ice and rocks in preparation for Seniors, and found it very helpful.
    - Maskel noted that there is a need for ice clinics and for revitalizing the Ice Making training program and certification process. Part of Legacie's job description is to take inquiries; he has been asked to design an ice-making training program.
    - A DVD ice making video is in post-production stage, featuring Shurek and Legacie. The DVD was developed to be useful for dedicated ice clubs and arena clubs. Cost to purchase is being determined.
- v. Rules & Officiating.
- ◆ Pleasants noted that Williams, Chair of Rules & Officiating, is instrumental in rules review and development, and in assigning officials.

- ◆ The USCA has certified two new level three head officials (Grayland Cousins and Carol Stevens).
- ◆ The USCA is gathering feedback from athletes and officials.
- ◆ Three officiating classes this season in Detroit, Portage and Bemidji.
- ◆ Officials must be informed/trained on the WCF rules changes. A web conference will be used to convey information to officials as soon as possible (WisLine, which can record and post online or give to clubs).
- ◆ Schroeder noted that the club mailing includes the new Rules of Play, clubs should discard their old printed rules, as WCF changes affect the club Rules of Play, too.

*Williams leaves the meeting at 11:00 a.m.*

- ◆ Anderson sent a summary of WCF rules changes to Pleasants. He reported that the Rules re-codification is extensive but not “massive.” Maskel noted the whole rules book was re-written to add clarity, but the new wording doesn’t substantively change the rules.
  - ◆ Ice Makers need a heads up on the new ice marking requirements: maximum, minimum dimensions, new courtesy lines; depth of hack went from 2 inches to 1.5 inches. Clubs should be notified.
- vi. Event Site Selection. Maier reported. [*see Appendix Q: 2007-2008 National Championship Sites*]
- ◆ Medford was approved to host 2009 Mixed Nationals
  - ◆ Five-year site selection plan discussed. The plan would be to make a calendar available to clubs, and to ask for host volunteers. This will give the USCA a better idea, well in advance, of where events will be held. Of those sites qualified to hold a championship, each club will be expected to take a turn. Maier asked that Directors to take this back to their regional meetings and explain it to their members. Maier asks regions to send their own 5-year plans so that Maier will know which clubs can host USCA events.
  - ◆ Separate senior events. The committee will separate senior men’s and senior women’s event, due to much bigger field for men than for women. Combining the two makes the event too long. Separating the events will allow more flexibility for optimal format. Both events are accordion in nature.
  - ◆ 2008-2009 schedule. The Winter World University Games in China will be in February, which conflicts with 2009 USCA Nationals. It will be difficult to resolve the conflict. A panel of three people will check with the USOC and other NGBs to see how they handle this. The Ted Stevens Olympic and Amateur Sports Act requires NGBs to “minimize” schedule conflicts between “protected events,” defined as international in nature. One option is not to send a WWUG team, but that has a negative impact, too. At this point, no change has been made to 2009 Nationals dates.
  - ◆ 2010 schedule also has a potential conflict between the usual time slot for Nationals and the Olympic Winter Games. This conflict must be avoided. Two possibilities: move the Nationals earlier, but this is not good for the Olympic team. So, the committee decided to hold the Nationals after the Olympics, which is a tight time squeeze, for the women’s winners, with Worlds. The Olympic

Team will receive a bye to the Nationals, if they choose to participate, with draw contingencies to be arranged if Olympic team does not participate.

- ◆ Time-span after event entries. Committee will meet by conference call to shorten time between event entry sign-up and posting of first event details.
- ◆ Laptop time clocks. Compete-At's Parsons demonstrated use of laptops as time clocks. Pleasants thanked Parsons. The need was noted for a small technical requirements sheet so users are aware what they can do and what they have to have in place.
- ◆ Bids. Clubs wanting to host events should contact Maier for the USCA bid form.
- ◆ Grand Forks Men's Worlds lodging. Officials and volunteers who need places to stay should call Jan Legacie for rooms in homes or hotels.

31. Athletes Advisory Council: Maskel reported for Joraanstad.

- ◆ The AAC has had an annual summer face-to-face meeting in the past. Because of scheduling problems, three conference call meetings were held instead.
- ◆ The substance of most meetings concerns championships and competitive programs. The AAC provided its input to those committees.
- ◆ The AAC had seven members of whom six are USCA directors. A seventh member tendered her resignation, citing disappointment at not being chosen to serve as a Director of the USCA. The AAC thanked her for her work over the past year and a half, and encouraged her to continue to participate in committees.

32. World Curling Federation:

- ◆ Anderson reported that he and Rich represented the USCA at the WCF meetings in Amouri, Japan last spring (Hatch and Swandby could not attend).
- ◆ In Japan, Anderson voted for the rule regarding a new release point for stick delivery, on the rationale that the stick is a device to allow people to continue to enjoy curling, not to give them a competitive advantage. Since the vote (low-key, with no comments from Canada or Scotland) the rule has become an emotional issue.
- ◆ The next WCF meeting will be in Füssen, Germany, in December.
- ◆ Lowe (WCF Director of Finance) commented:
  - There are no pending WCF actions that will affect the USCA negatively.
  - The WCF broadcasting function was under Lowe's jurisdiction – he has moved it out of his jurisdiction. While it was within his purview, Lowe spent a great deal of time in the TV production areas at televised events at all times of the day or night. He said Patzke and Kolesar were always there, and urged Directors to make sure their list of staff contributions to the USCA includes the hours they put in to get the news out. "There was never a time when they weren't in the arena." Lowe expressed appreciation for their efforts.
- ◆ Anderson reported that the Nutmeg Curling Club has requested WCF financial assistance to complete their new curling facility. The USCA Finance/Audit Committee reported that it would be supportive of any loan. The maximum WCF loan is \$25,000 per sheet. WCF has not been in a position to make more funds available as they did for the Potomac Curling Club. However, the WCF will consider \$25,000 grants if the project is in at the planning stages. Nutmeg is preparing a proposal. If it's approved, Anderson is comfortable entering into a relationship similar to Potomac's.

- ◆ Rich reported that Lowe's WCF Director of Finance two-year term is up for re-election in Grand Forks. The USCA would like to re-nominate Lowe. It is important for the U.S. to have Lowe in this position.

A motion by Wilson, seconded by Benton, **that the Board accept the recommendation of the USCA Championships Committee to defer implementation of the stick rule as it relates to release point until further review.** Discussion ensued.

- ◆ There have been two major revolutions in curling, first from corn brooms to brushes, then from the swing delivery to the no-lift delivery. The stick is an innovation in our game.
- ◆ Anybody can use the stick, including the able-bodied.
- ◆ The USCA will have to deal with the stick in the future, and must consider the impact of stick on the game in the future.
- ◆ Curling rules should maintain the integrity of the game and enable people to enjoy the game.
- ◆ Moore stated that the motion is to support a decision of the Championships Committee, but he voted against the motion in committee.
- ◆ Welling noted that in golf, the USGA governs rules used in the U.S., and Scotland controls the rules used outside the U.S. He believes having two sets of rules creates problems.
- ◆ This rule doesn't affect world competition. In spirit of what it enables curlers to do, the backlash to the rule would be harmful.
- ◆ Better study is needed to foster better decision-making. The new release point hasn't been tested.
- ◆ Lowe stated that testing is exactly what the WCF wants to see happen and the WCF would love input from anybody.

**Motion was adopted.**

33. USWCA: Maier reported for Farr.  
Maier read the USWCA report [*see Appendix R: USWCA Report*]. The 60<sup>th</sup> National USWCA Bonspiel (celebrating!) will be held in Duluth.
34. Open Board Action Items: There were no open items.
35. Unfinished Items: There were no unfinished items.
36. New Business:
  - A. **The next USCA Board of Directors meeting will be April 18-20, 2008**
37. Adjourn:  
**A motion by Moore, seconded by Sjue, to adjourn the meeting was adopted at 11:46 a.m.**

Respectfully submitted,  
Sandy Robinson  
Recording Secretary

Reviewed and Authorized,  
Jack Bernauer,  
USCA Secretary