

**UNITED STATES CURLING ASSOCIATION**  
**Board of Directors Meeting**  
**April 21-22, 2007**  
**Holiday Inn Select – Bloomington, Minnesota**

**SATURDAY, April 21, 2007**

USCA Directors Present:

Georgia West, in the chair, Andy Anderson, Paul Badgero, Kent Beadle, John Benton [not present for first part of meeting], Geoffrey Broadhurst, Maureen Brunt, Janet Farr, Bob Fenson, Peggy Hatch, Nicole Joraanstad, Art Jytyla, Jan Legacie, Judy Maier, Richard Maskel, Chris Moore, Tom O'Connor [Saturday only], Jay Packard, Bob Pelletier, James Pleasants, Leland Rich, Chris Sjue, Mark Swandby, Bill Todhunter, Dick Urevig, Sam Williams, Jon Wilson

Not present:

Karen Tait

Also present:

Jack Bernauer, Assistant Treasurer; David Eaton, Chair, Revenue Development Committee; Warren Lowe; Brian Parsons, Compete-At; David Ross, Compete-At; Beau Welling, President, Beau Welling Design ; Ed Lukowich, USCA Athlete Development Director;USCA Staff: Rick Patzke, COO; Dawn Leurquin, Administrative Assistant; Terry Luder, Communications Manager; Bev Schroeder, Member Services Manager; Sandy Robinson, Controller

1. Call to Order: West called the meeting to order at 1:25 p.m. on Saturday, April 21, 2007.
2. Welcome and Introductions: West welcomed everyone and introduced new Directors: Jan Legacie, Director from North Dakota; and Janet Farr, USWCA Director. West also introduced non-Directors present at the meeting.
3. Roll Call: Anderson took the roll of Directors and noted that there is a quorum present.
4. Appoint Parliamentarian: West appointed Lowe Parliamentarian for the meeting.
5. Additions/Changes to Printed Agenda: West noted the following changes to the agenda: USWCA report was moved to immediately follow the COO report.
6. Approve Minutes of Previous Board Meetings
  - A. A motion by Moore, seconded by Pelletier **to approve the minutes of the Regular Board of Directors meeting of September 10-11, 2006, was adopted.**
  - B. A motion by Moore, seconded by Maier, **to approve the minutes of the Special Board of Directors Meeting of October 15, 2006, was adopted.**
7. Ratify the Actions Taken by the Executive Committee
  - A. A motion by Wilson, seconded by Urevig, **to ratify the actions of the Executive Committee Meeting via conference call January 3, 2007, was adopted.**
  - B. A motion by Farr, seconded by Urevig, **to ratify the actions of the Executive Committee Meeting via conference call on January 31, 2007, was adopted.**

8. Nominating: Fenson read the slate presented by the Nominating Committee, which was
- ◆ Committee nominations: President – Georgia West; four Vice President slots – Chris Moore, James Pleasants, Chris Sjue, Jon Wilson; Secretary and Treasurer – Andy Anderson; one World Curling Federation Representative – Mark Swandby; three Board-elected Directors – Andy Anderson, Beau Welling, Jon Wilson; 2-year term on the Nominating Committee – Dave Carlson.

Fenson then opened the floor for nominations. There were no nominations from the floor for any positions; therefore nominations were closed after Fenson requested nominations from the floor three times for each.

A motion by Todhunter, seconded by Brunt, **that the slate presented by the Nominating Committee be approved was adopted.**

Fenson noted that USCA By-laws require that athletes must comprise 20% of the Board. Noting that Bill Todhunter will continue to serve on the Board, and listed the following additional athletes as the slate brought forward by the Athlete Advisory Council:

- ◆ Maureen Brunt
- ◆ Nicole Joraanstad
- ◆ Richard Maskel
- ◆ Tom O'Connor

A motion by Moore, seconded by Maier, **that this slate of AAC members be elected as additional Board-elected Directors was adopted.**

9. Miscellaneous Items

A. *Pickle and Knabel Resignations.*

- ◆ West reported that North Dakota Director Steve Pickle resigned and was replaced by Jan Legacie.
- ◆ West reported that Wayne Knabel has resigned as Assistant Treasurer, and is now chairing the Planned Giving Committee.

B. *Formation of Adaptive Curling Committee and Planned Giving Committee.* West reported that the USCA had formed two new committees: an Adaptive Curling Committee and a Planned Giving Committee.

C. *Ogden, Utah, Curling Stones.* West reported on her investigation into the status of the curling stones used during the 2002 Olympic Winter Games held in Ogden, Utah. West indicated that the Utah Athletic Foundation was responsible for carrying out the Legacy Program following 2002 Olympics. The perception was that curling would be included in the Legacy Program, but nothing has been done: the Olympic curling stones are in Utah, but not being put to use. West reviewed the UAF's minutes online, and noted that curling isn't mentioned, nor are the stones. She noted that her investigations did not accomplish the goal putting the stones to use.

D. Anderson reported on the RCCC 2007 America Tour. He noted that every 10 years the Scots come to the U.S. (similar program for women). Anderson was captain of the U.S. team that went to Scotland five years ago, so chaired the Host Committee this year. Anderson reported that the hospitality shown to the visiting Scots was outstanding. He noted that in several years the USCA will offer 20 U.S. men the opportunity to travel to Scotland. The USCA extends and accepts invitations to participate in the Tour, but has no financial obligation to support the Tour. Anderson reported that the Tour used the USCA's general ledger

to account for Tour funds, and that all funds will net out to zero in this fiscal year. Anderson expressed thanks to all USCA member clubs that participated in this year's tour. He reported that the Scots took the Harries-Maxwell Trophy back to Scotland.

*[West noted that Brian Parsons, of Compete-At, had joined the meeting.]*

E. *Board Development.* West indicated that each Board Meeting will include ½-hour of Board development. Pelletier led the Board Development presentation, noting that Board development is priority #5 in the USCA's Strategic Plan. Pelletier reported that his PowerPoint presentation [*see Appendix A: Board Development PowerPoint Presentation*] was based on information from Board Source, an organization in Washington, D.C., that works with nonprofits on governance issues. Pelletier presented Board members with two assessment documents: a Board assessment and a Director self-evaluation tool. He asked Board members to complete the assessments and returned them to him by May 25. Results will be briefed at the September Board meeting. Pelletier noted that Leadership Development will continue to work with new Board members, indicating that he'd received positive response from those who have participated. He reported that Leadership Development will use the 1/2 hour available at each Board meeting to evaluate how the Board is moving along in its Strategic Plan.

10. Finance [Andy Anderson, Treasurer, reported]

A. *Audit.* Anderson reported that the FY06 Management Letter and Audited Financial Statements were distributed to all Board members, and that it was a clean audit.

11. Treasurer [Andy Anderson, Treasurer, reported]

A. *FY2007 Budget to Actual Results Review.* Anderson reviewed the Fiscal Year to-date financial reports, noting that all Board members received a copy of the condensed Budget vs. Actual report and the Standard Balance Sheet. He noted that generally any variances were favorable, with a few unfavorable at this point. Anderson predicted that the year will end closer to a break-even budget than the deficit budgeted. Anderson had no major concerns.

- ◆ *Retained Earnings.* The USCA is still working to meet the objective of building up retained earnings (FY07 is an exception, as the USCA approved a deficit budget). He noted that the FY08 budget cycle has been set. The USCA's High Performance Plan has been submitted to USOC, and the USCA anticipates a response prior to the Budget meeting on June 15-16. The budget will be brought to the Executive Committee for a vote by July 1, and then to the full Board for ratification at the September Board meeting.
- ◆ *WCF Stone Loan Program.* The Finance Committee accepted Anderson's recommendation that the USCA put the value of the 640 stones being loaned to us by the WCF on the books as an asset and a liability. The committee doesn't anticipate any problems, but wants the value of the stones on record. The Stone Committee is keeping track of these stones.
- ◆ *Dues.* The Finance Committee discussed a few minor issues that they are addressing, but that there is nothing to bring to the Board at this time.
- ◆ *Key Data.* The Finance Committee presents Key Data, which shows revenue on a region-by-region basis, in order to focus on equity. While the Finance Committee is not recommending a dues increase in FY08, Anderson noted that the Donation Program is not providing funds necessary to eliminate the need for increased dues. The Finance Committee anticipates recommending an incremental dues increase beginning in 2009, and Anderson urged Directors to talk with their regions about this as necessary to keep the USCA financially sound.

- ◆ *Potomac Loan.* Anderson reviewed the status of the Potomac construction loan collateral, and stated that the collateral is sound and provided per contract. Anderson reported that Potomac makes payment promptly each year; the USCA, as guarantor of the loan from the WCF, then makes payment to the lender. Anderson expressed appreciation to the WCF on behalf of the USCA for this construction loan.
- ◆ *Transparency.* Anderson reminded Board members that financial statements are available to them at any time, and that the USCA's finances are completely transparent to them. However, he cautioned that this information is proprietary and not to be more widely distributed by individuals.
- ◆ *President's Travel to National Championships.* Swandby noted that the President's job description requires that he/she attend National Championships, but that, at West's direction, the FY07 travel budget for the President was cut. Swandby reported that West attended all of the National events at her own expense, and thanked her for that dedication. He also expressed the opinion that it is a terrible precedent for the USCA to allow the President to pay his/her expenses, and recommended that this not be allowed in the future.

12. State of the USCA Address: President West outlined the past year's accomplishments, noting they were cause for celebration, and are included in the USCA's Annual Report [[see Appendix B: USCA Annual Report](#)].

- ◆ West reported that the USCA will distribute its first Annual Report in FY07. The report will describe the core services provided by the USCA, and will answer the question "What does the USCA do?" The report will be sent to all stakeholders, including the Board, regional presidents, club presidents, sponsors, the WCF, the USWCA. The report will include a list of things that the USCA accomplished with the help of clubs.
- ◆ West reported that Swandby will be sending a letter to people with particular skills, inviting them to help the USCA. Positions include Volunteer Coordinator, and Strategic Planner. West invited Board members to suggest other skills or positions they would like included.

13. Revenue Development [David Eaton, Chair, Revenue Development Committee, reported]

- ◆ *Donation Pin Program.* While current FY07 Pin Program revenues are low, based on past experience we could end the year in a positive position. Eaton reported that the Revenue Development Committee recommends that the Pin Program continue, but that the focus shift from junior programs to the 50<sup>th</sup> anniversary of the USCA.
- ◆ *Cellular Phone Opportunity.* The committee reviewed a cellular phone opportunity of a logo'd phone where the USCA would get a portion of sales. The committee did not recommend pursuing this.
- ◆ *Strategic Marketing Plan.* The USCA will be developing a strategic marketing plan with the support of a grant from the Chicago Community Trust. The goal will be to create sponsorship opportunities. Eaton reported that the USCA is accumulating materials that will be used to create presentations to prospective sponsors, including demographics and a constituent profile (developed by the USOC).
- ◆ *Joint Market Agreement.* The current Joint Marketing Agreement with the USOC expires in 2008, and that the USCA and USOC are in negotiations related to a successor agreement.
- ◆ *Korbel Elite Curling Challenge.* This event was a success in terms of television exposure for the USCA.

14. Planned Giving: Anderson reported on behalf of the chair, Wayne Knabel. The Planned Giving Committee's charge is to develop long-term support for the USCA, to expand the

availability of assets that can be given to the sport of curling to provide capital grants or improvements to support member clubs. The Committee will seek large gifts.

Anderson commented on the structure, noting that there must be an arms-length distance between USCA and any foundation it would be creating. The Committee is looking at the American Curling Foundation & Museum as a possible corpus of a planned giving foundation, noting that the ACF&M was founded for the purpose of accepting donations; it is a 501(c) (3) organization. When Elgie Noble was president of ACF&M, he asked if USCA would consider taking over administration of ACF&M. Anderson stressed that the USCA did not seek this relationship, but did assume care of ACF&M assets. These assets, approximate \$30,000, are carried as a liability on the USCA's balance sheet. If Planned Giving recommends working with the ACF&M to seek long-term support:

1. The committee may drop "Museum" in the name of the organization, but the Foundation will continue to support the museum.
2. The ACF&M would need to restructure the board so that it has broad representation across country.
3. The Foundation would be completely separate from USCA.

Anderson and Dick Urevig will be meeting with current board of ACF&M to begin discussions. If need be, the USCA will create a third entity as a foundation.

The Planned Giving Committee will bring a definitive mission statement to the September Board meeting. Anderson noted that, in some ways, this new foundation will compete with the USCA for fundraising.

*West called a break at 2:34 p.m.* Peggy Hatch introduced the World Team trading pins and offered the few remaining for sale at \$20 each

*West called the meeting back to order at 2:51 p.m.*

#### 15. Chief Operating Officer [Rick Patzke, COO, reported]

- ◆ *Korbel Elite Curling Challenge.* Patzke showed a promotional video from Korbel program. He noted that Korbel was in every shot – on uniforms, on the ice – and that this was great from a marketing perspective. He credited NBC for bringing Korbel into the program. Korbel had about 30 people in Whistler. The event nurtured USCA relationships with athletes, celebrities, sponsors, and NBC. The outlook for another Korbel event next year is positive. Patzke indicated that the development of a marketing plan will be focused on developing, maintaining and supporting sponsorships.
- ◆ *Joint Marketing Agreement.* The USCA's current JMA with the USOC runs through 12/31/08. Under the current JMA, the USCA receives \$72,000 per year. The new USOC agreement proposal covers six years, and would provide \$72,000 per year for the first two years, and \$75,000 for the final four. The money is paid in exchange for the USCA's content licensing. The USCA and USOC are negotiating the terms of this agreement. The first draft of the agreement from the USOC was tied to our Performance Partnership Agreement: if we default on our JMA, it would be considered a default of our PPA. We, and other NGBs, are proceeding cautiously. Patzke reviewed the four sponsorship categories protected by the JMA. The JMA is one important source of revenue, but dependence on it underscores the importance of the work of our Planned Giving Committee and other revenue development strategies. There was discussion about protected categories, and about the relationship between USOC TV and other networks including NBC and CurlTV.

- ◆ *Television Coverage.* Patzke will be having meetings with the WCF and television networks to develop programming. There will be discussions about creating another event similar to the Korbel Elite Curling Challenge.
- ◆ *Compete-At.* The firm Compete-At will work with the USCA to streamline online event registration. He noted that the firm offers a variety of services that focus on the Member Services area, and that this will help to fulfill the ProsConsulting directive to enhance member services.
- ◆ *Strategic Marketing Plan.* The USCA will develop a Strategic Marketing Plan funded by grants from the Chicago Community Trust (\$15,000) and a WCF DAP grant of \$5,000. To-do: get proposals and quotes. The marketing plan will identify the USCA brand – we know our assets, but what’s the message to the world?
- ◆ *Value-in-Kind (VIK).* Anderson noted that the USCA receives VIK from several sources:
  1. USOC: United Airline tickets. Available on Performance and Paralympic sides. The USOC does not restrict the use of the VIK. Anderson recommended that the USCA try to use as much of this VIK earlier in the year – convert it to cash – rather than requiring athletes to use it for world travel, as that can be an inconvenience to them. The USCA would then use cash to purchase tickets for athlete travel. Anderson noted that if we don’t use the United VIK, we lose it.
  2. All VIK expense is offset by an equal entry to VIK income.
- ◆ *World Championship Online Streaming.* Patzke reported that the Men’s and Women’s World Championships were available online (streaming) for purchase. Around 500 subscriptions were sold. NBC is happy with the results. The WCF will get 2/3 of NBC’s profit; the USCA will keep a percentage.
- ◆ *USCA Staff.* Patzke commented on staff accomplishments, the reactive nature of a very busy transition year, and noted that the goal is to be proactive in the coming year.

16. USWCA [Janet Farr reported.]

Farr distributed a written report to the Board. [*See Appendix C: USWCA Report*] Farr noted that the USWCA continues to provide opportunities for women of all ages to curl at regional, national and international level at non-elite athlete levels. USWCA President is Linda Draper of Seattle Granite Curling Club. The fall meeting will be held September 21-22, 2007, in Seattle.

17. Member Services [Chris Sjue VP-Member Services reported]

A. *Report: Committee Activities*

1. *Club Membership & Development.* Sjue reported that the USCA has experienced about an 11% growth in membership from 2006 to 2007.
2. *Youth Curling.*
  - ◆ Sjue reported that the USCA held four junior curling camps during 2006:
 

◆ 22-25 July	Cape Cod, Mass.	40 participants
◆ 10-12 Aug	Eau Claire, Wis.	104
◆ 16-19 Aug	Rice Lake, Wis.	32 elite junior curlers
◆ 19-21 Oct	Bismarck, N.D.	20 teams – “No Boundaries” event includes Canadian junior curlers
  - ◆ The USCA introduced an annual requirement of background checks for all youth and junior coaches. 54 background checks were conducted in FY07.
  - ◆ The USCA sent 6 junior teams (3 men, 3 women) to the Optimist U-18 event in Winnipeg. Optimist Governors from North Dakota, South Dakota, Minnesota, and

Manitoba attended, as did Sjue. He noted that the governors were very interested in the event. The U.S. will probably have 4 slots (2 each gender) available in FY08.

3. *Arena Curling.*

- ◆ 80% (36) of the arena curling surveys distributed were completed and returned. The survey gathered demographics and challenges. Results are available by request.
- ◆ Future goals include: developing an e-newsletter, a list of USCA contacts/resources for arena clubs; an online arena chat room; pursuing grants to fund projects related to arena curling.
- ◆ The 2006-2007 Member Services Conference focused on arena curling. The 2007-2008 conference will continue this emphasis. It will be held in Pittsburgh, Penn., June 28-29, 2007. They will also hold a Level 1/Level 2 Instructor clinic in conjunction with the conference, and Member Services will hold discussions with regional presidents.

4. *College Curling.*

- ◆ 40 teams competed at the National 'Spiel. There were 4 regional events as well.
- ◆ Two colleges joined college curling this year: University of Denver (Col.) and Indiana University (Circle City). Both are using rocks on loan as part of the WCF Stone Loan Program.

5. *Training & Instruction.* Sjue passed around the USCA's updated instructional brochures.

6. *Other Items.*

- ◆ Sjue noted that the USCA will be represented at two upcoming conventions: National Intramural-Recreation Sports Association (NIRS) and the iACT Ice Arena Conference & Trade Show. Part of the USCA's displays will be banners designed by a volunteer from Aspen that were purchased with a grant from the Chicago Community Trust.
- ◆ Member Services will develop a new poster for the FY08 Fall Mailing. The poster is designed to be used by clubs to promote curling in their communities. The FY07 poster, starring Pete Fenson shouldering a curling stone, was very popular.
- ◆ Member Services Manager provided a written report on the informational CD given to Board members. [*See Appendix D: Member Services Manager Report*]

18. Championships [Jim Pleasants VP-Championships reported]

A. *Report: Committee Activities.* Pleasants distributed a written Championships report. [*See Appendix E: Championships Committee Report*] Pleasants reported that the committee had two charges: (1) to recommend how the USCA handle the new event Mixed Doubles; (2) to develop a selection process for our 2010 Olympic Teams.

1. *Format.* The USCA must provide a selection process to USOC 15 months prior to our first selection event. If we use the same model as we did for 2006, the playdown will be in 2009, and 15 months before this is September 2007. Per recommendation of the Championship Committee, Anderson moved and Maier seconded **that the USCA designate our 2009 Men's and Women's National Champions our 2010 Olympic Teams. The motion was adopted.** Pleasants indicated that the Championship Procedures will get athlete and Executive Committee review. He indicated that if we follow the calendar template now in place, the event will be held February 21-28, 2009. There was discussion about what the event will be called. Invitations to bid will probably be available in May 2007.
2. *Awards.* Nothing to report.

### 3. *Field of Play.*

- ◆ The focus this year was on sensor handle care and maintenance. The goal is to provide maintenance on a systemic basis. Dave Lewis agreed to provide maintenance support and direction. The USCA is in discussions with Startco, the sensor handle manufacturer, to improve both the product and ability to provide maintenance support of the handles.
- ◆ The USCA again employed Mark Shurek as head icemaker for the Nationals, and rented his stones (World Curling Tour stones). Committee members generally agree that the USCA will shift to hiring USCA Icemaker Garland Legacie for the Nationals, but hasn't determined timing on that. The Committee recommends paying Legacie for his services as Assistant Icemaker at the FY08 National Championships.

### 4. *Rules & Officiating.*

- ◆ The USCA is short on digital display clocks. Compete-At offered to write a program so that clubs can use laptops as digital display clocks. The USCA will then be able to offer this software as a member benefit. Pleasants noted that the USCA needs to make it clear that we expect the games to be timed.
- ◆ The Committee will be shortening the practice time prior to games to 6 minutes, to reduce wear on the pebble. The practice time is currently set at 10 minutes.
- ◆ Maskel reported on the World Curling Federation rules changes. Among the many changes, Maskel called Board attention to the two most substantive:
  1. The way that the hammer is selected: draw to button in pre-game practice
  2. The change in stick rule: feet can't go over the t-lineMaskel noted that a major summer project will be holding officiating classes to bring officials up-to-date. Much discussion ensued. USCA WCF Representative Hatch recommended the USCA adopt all WCF rules, noting that they are an attempt by the WCF to develop one set of rules that governs all of curling. The AAC was asked to make formal recommendations about the Bronze Medal Game to Elite Programs or the Executive Committee, and then recommendations will be brought to the Board, and finally to the WCF. The USCA WCF Representative supported having a Bronze Medal Game.
- ◆ Williams reported that the Rules and Officiating Committee is working on streamlining the process of determining draws. Goal is to have as many predetermined draws as possible.
- ◆ Williams indicated that the Committee will finalize the Championship Rules by August 1 and the Championship Procedures Manual by the end of September. These will be mailed to club presidents and posted on the USCA website. Williams indicated the committee will get an advisory out with major calendar benchmarks so people, states and regions can plan their schedules.
- ◆ Pleasants showed a video demonstrating Mixed Doubles; the video will be posted on the USCA website. He reviewed the history of the event: the WCF's goal was to create another discipline within the Olympics for curling in 2004 – this didn't happen. The idea for a doubles event started with the Continental Cup. The current WCF goal is to hold a Mixed Doubles World Championship in 2008. The goal is to build a case for and experience with Mixed Doubles, and then apply to the IOC to add it as curling event at the 2014 Olympics. The ICF has indicated that they would support another curling event if no additional days and no additional ice rinks are needed. If more curling is included in the Olympics, this would mean additional funding would be

available for every curling country in the World. Pleasants urged Board members to go back to their regions and urge clubs to help the USCA be competitive by hosting a Mixed Doubles bonspiel. Discussion:

- a. A 1-end video would be a helpful way to explain the Mixed Doubles rules or to accompany the written rules.
  - b. WCF seeks responses as the game evolves – it is quite possible that the rules will change based on experience.
  - c. It may be possible to provide demonstrations at other curling events: the ice, rocks and curlers there. Should the USCA add a demo at each of our championships?
  - d. Mixed Doubles will be television-attractive.
  - e. Qualifying for Nationals to be an open entry system?
5. *Event Site Selection.*
- ◆ Judy Maier distributed a Site Selection Committee Report to the Board. [*See Appendix F: Site Selection*] Pleasants reported that event scheduling is completed, but that the USCA is still looking for sites for a number of next season's events.
  - ◆ Mixed Doubles is a new event. The U.S. Mixed Doubles Championship will be held approximately December 6-9, 2007, in Bemidji, Minn. The goal is to give teams as much experience as possible before the World event.

Reference CD. West distributed a Reports and Information CD to Board members. Intended as a reference point for Board members, the CD was formatted at West's request by USCA Communications Manager Terry Luder. In order to make Board meetings more efficient – to focus on strategy rather than reporting – **West asked Board members to submit reports in advance of the September Board meeting for distribution to Directors prior to the meeting.** The reports would be posted on an area of the USCA website that only Board members will be able to access. West noted that CDs and the website postings won't entirely replace paper copies, but will provide more information more efficiently to Board members.

**West adjourned the meeting for the day at 4:50 p.m.**

**###**

**SUNDAY, April 22, 2007**

**West reconvened the Board of Directors meeting at 8:07 a.m.**

19. Operations and Media [Jon Wilson VP-Operations reported]

A. *Report: Stone Inventory.*

- ◆ WCF Stone Loan Program. The USCA received the 640 WCF stones on December 14 and 15. He expressed thanks to USCA Member Services Manager Bev Schroeder for her work on this project. All but two sets have been shipped to their destinations (15 clubs), and Walker, Minn., is a prospect for one of those remaining sets. Clubs report improved play with the new rocks. Nebraska received two sets of rocks and will now offer summer curling. Wilson described the stone loan program: clubs pay an upfront deposit for shipping, insurance for 2 years, and a return shipping deposit. If they buy the stones the return shipping will be credited in 5<sup>th</sup> year of payments. Clubs were given instructions for care of the stones; they must keep the shipping crates. The rocks are in excellent condition. Wilson expressed appreciation on behalf of the USCA to the World Curling Federation and Warren

Low for extending this opportunity to the USCA. He noted that the transport of the stones has received lots of press, even in Canada. The shipment of 640 curling stones set an all-time record. Wilson also thanked: Kay Sugahara for his donation of shipping the stones to U.S.; John Prais and Worzalla Publishing for warehouse space and dispatch service used their dispatch service. Wilson discussed the thanks that are being given to each: President West has thanked Worzalla and the USCA will be presenting a curling stone to the company; the USCA is asking each club that received stones to send a personal thank-you to Kay Sugahara. Wilson concluded his report by stating that we have a waiting list for stones; the USCA is looking into the possibility of making this an ongoing program.

- ◆ Other stones in the USCA's inventory:
  - Two sets of Boulevard Stones are at Cache Valley Curling Club. Cache Valley had the stones at no cost for three years, and made their first payment in December 2006. The USCA forwarded this amount to the WCF.
  - The stones received through a \$10,000 WCF DAP grant have been sent to clubs on a loaner basis. Wilson reported that Boise has expressed interest in purchasing the stones. Stones are also placed at Jug Mountain Curling Club (just outside of McCall, Idaho) and at the Pettit Center in Milwaukee, Wis. At this time there are no formal contracts with the clubs; the Stone Committee is working on this issue. Per recommendation of the Stone Committee, Wilson moved and Pelletier seconded that **the USCA sell two sets of Boulevard stones that are USCA property to the Boise, Idaho, club; Boise would start purchasing them this year (2007), under terms to be negotiated.** Discussion: Anderson suggested that the USCA take the stone funds and put them into a pool for purchasing additional stones. Lowe noted that championship rocks are very expensive, but that refurbished stones cost less and are wonderful rocks. He said the supply of refurbished rises and falls. At the moment, WCF a little bit low on refurbished rocks. A year from now, WCF might have increased availability. This is a service the USCA can provide to its members. **The motion was adopted.**
- ◆ 5 sets of WCF rocks in Ogden, Utah. There are 3 different contracts for the 5 sheets; the contracts renewed in 2001 and 2002 to go through 2004 and 2005. The WCF wants these off the books and wants the USCA to purchase or return them. Wilson noted that these are not the Olympic rocks – they are rocks that were given to Ogden to help start a curling club when they were given the Olympic venue in 1998. It was never the Ogden club's intention to purchase stones, and none of contracts say stones will be purchased – just that at the end of contract period, the contract would be renegotiated. Discussion: should special consideration be given to Ogden Curling Club? Pros: (1) Ogden hosted a National Championship, an Olympic Trials, and a High Performance Camp; (2) The Olympic legacy they were led to believe would happen never did. Warren Lowe indicated that the WCF's initial request is for USCA to purchase the stones, because they were loaned to us. In lieu of that, the USCA can ship them back. Wilson indicated that the Stone Committee has discussed Ogden's purchasing the stones with that club. President West asked the Stone Committee to make a recommendation to the Executive Committee, which will meet after the June Budget Meeting.

B. *Housekeeping Items*

I. *Final approval of Abuse & Harassment Guidelines.*

II. *Final approval of Financial Policies & Procedures*

**A motion by Pelletier, seconded by Beadle, to approve the USCA's Abuse & Harassment Guidelines USCA Financial Policies & Procedures was adopted.**

C. *Report: Bylaws/Governance*

- ◆ Anderson reported in Chair Carlson's absence.
  - Anderson presented the Code of Ethics [*see Appendix G: Proposed Code of Ethics*] that is proposed for adoption at the September Board meeting, noting that underlined items were added by the Bylaws Committee.
  - The Bylaws Committee reviewed the Bylaws as they relate to a member (region) wishing to expand beyond its original scope/map. The Committee felt the Bylaws are somewhat vague on this issue, and will address that.
  - The Bylaws Committee will propose a modification related to the President and COO serving as USOC representatives. The USOC has a term requirement that the USCA's Bylaws do not currently address.
- ◆ Moore presented the three Bylaws changes that were noticed to Directors prior to the Board meeting [*see Appendix H: Proposed Amendments to By-laws*]. One amendment related to election procedures, and two were housekeeping changes of "Executive Director" to "Chief Operating Officer":
  - Proposed Amendment to Section 4.1 OFFICERS. The principal officers of this Corporation consist of a president, two or more vice presidents, a secretary and a treasurer. *Each officer shall be a member of the Board of Directors at or prior to the commencement of their term of office on May 1<sup>st</sup> and remain as a member of the Board of Directors throughout their term. Each officer shall be elected by the Board of Directors for a one-year term expiring April 30<sup>th</sup> of the following year. Commencing May 1, 2004, the president may be elected for a second one-year term. Assistant officers as may be deemed necessary may be elected by the Board of Directors or appointed by the Executive Committee and need not be directors. Vacancies may be filled or new offices created and filled at a meeting of the Board of Directors. One person may hold any two of said offices (except the same person shall not be both president and vice president, or president and secretary), but no such officer shall execute, acknowledge or verify any instruments in more than one capacity of such instrument is required by law or by the Bylaws or by resolution of the Board of Directors to be executed, acknowledged or verified by any two or more officers.*

No officer of the Corporation may serve as an officer of any other amateur sports organization that is recognized as a national governing body for that particular sport.

**A motion by Benton, seconded by Urevig, to approve the amendment to Bylaws Section 4.1-OFFICERS was adopted.**

- Proposed Amendment to Section 12.4-HEARING; DUE PROCESS. (a) Date of Hearing. Any hearing held in connection with an Administrative Grievance shall be held within (60) days after the date of submission to the ~~Executive Director~~ **Chief Operating Officer** of the request for appeal and hearing. The party filing the request for appeal shall be notified by the Grievance Review Panel of the time and place of the hearing. In the event of an emergency situation, the time period for the hearing may be shortened by the Grievance Review Panel in order to expedite a hearing as much as practical to resolve a matter relating to a deadline involved in the dispute or a scheduled competition.
- Proposed Amendment to Section 13.4-HEARING; DUE PROCESS. (a) Date of Hearing. Any hearing held in connection with a Right to Compete Complaint shall be held within

sixty (60) days after the date of filing the complaint with the ~~Executive Director~~ **Chief Operating Officer**. The party filing the complaint shall be notified by the Board of Review of the time and place of the hearing. . In the event of an emergency situation, the time period for the hearing may be shortened by the Grievance Review Panel in order to expedite a hearing as much as practical to resolve a matter relating to a deadline involved in the dispute or a scheduled competition.

**A motion by Pelletier, seconded by Beadle, to approve the amendments to Bylaws Section 12.4-HEARING; DUE PROCESS and 13.4-HEARING; DUE PROCESS was adopted.**

D. *Report: Human Resources*

- ◆ Swandby reported that Human Resources is working with Elite Programs (Moore) to hire a Coaching Development Director. Human Resources' task was to advertise and post the position. He indicated the USCA has received applicant résumés, and noted that additional advertising could be needed.
- ◆ Swandby noted that in the report we received from ProsConsulting, one of the USOC requirements is that the USCA have a formal evaluation process for the COO and staff. The USCA has an established process for office staff (COO conducts), but needs to codify the process for the COO and Athlete Development Directors. HR will work on developing a more formal process.
- ◆ Swandby extended thanks to COO Patzke and USCA staff for a seamless transition from 20-year veteran Garber to Patzke. He noted that it has been a difficult year for staff, with the transition and the reduction in staff with the same or greater workload.
- ◆ Swandby reported that Lisa Schoeneberg's USCA Hall of Fame induction ceremony was conducted in 2006 at the Madison Curling Club's annual meeting, with family and friends attending. Schoeneberg was added to the Hall of Fame in 2005.

E. *Report: Athlete/Curler Recognition*

- ◆ Maskel reported that the committee reviews nominations in three award areas:
  - USCA Bruce Bennett Media Award.
  - Nominations to the USOC for Athlete and Team of the Year.
  - USCA Hall of Fame. The committee accepts nomination submissions in any given year up through June 1. The committee presents recommendations to the Board of Directors at the fall Board meeting. A simple, one-page nomination form is available from the USCA office. Nominations must also include a detailed biographical sheet/summary of accomplishments.

The committee accepts nominations from member associations in four categories:

- 1- Team
- 2- Individual – Curler (an athlete with accomplishments)
- 3- Individual – Builder
- 4- Individual – Curler/Builder. This is a category for individuals who may not meet the threshold for #2 or #3, but have a strong combination.

F. *Report: Media*

- ◆ Terry Kolesar Luder, Communications Manager, provided a written Communications Manager report to the Board on the CD distributed earlier in the meeting. [[See Appendix I: Communications Manager Report](#)]

- ◆ Luder reviewed the purpose of the CD: to provide reference information to Directors in an accessible format so that the focus of Board meetings can be on strategy rather than reporting.
- ◆ Luder noted that the final FY07 *Curling News* deadline is Friday April 27, and reminded Directors that there will be no summer issue, as this was cut to reduce the budget.
- ◆ CSTV broadcast highlights from the Women's Championship the weekend of the Board meeting; the men's highlights will be aired on Thursday, April 26.
- ◆ Downloads from the NBC webstreaming of the World Curling Championships are available for 90 days after those events. Subscriptions are available for purchase.

## 20. Competitive Programs [Chris Moore VP-Competitive Programs]

### A. *Report: Committee Activities [Elite Programs, Coaching, World Team Preparation, Adaptive Curling & Sports Science]*

- ◆ Moore reported that the USCA had a highly successful competitive season in FY07.
- ◆ *Athlete Development Director.* Lukowich reported on the year's two major goals of the ADD, Assistant ADD and Junior ADD, as they work to develop curlers into athletes, medal winners and champions:
  - 1<sup>st</sup> year of the quad: broad approach taken, working with more teams, improving the pipeline of players. Lukowich noted that the men's field broadened in FY07. Team Shuster took first at Winter World University Games, a good transition event between junior and adult world championship events. Team Birr took 3<sup>rd</sup> at Men's Worlds. Lukowich noted Team McCormick took 2<sup>nd</sup> at Women's Worlds. Junior camps focused on pipeline development. Team Sormunen placed 4<sup>th</sup> at Junior Women's Worlds, and Team Plys a strong 5<sup>th</sup> at Junior Men's Worlds.
  - The focus on the second half of the season was on achieving Olympic points. The Women have nine points, and the Men have 10. Lukowich indicated this puts both in a good position for participating in the 2010 Olympics.
  - Lukowich reported that three High Performance camps for athletes had been completed in 2006-2007, and that the final HP camp would be held at the Pettit National Ice Center in June. He showed a photo of the Pettit Center.
  - Lukowich reported on the goals for 2008 and the resource allocations in the High Performance Plan submitted to the USOC. Goals for 2008 include:
    - Focus in 2008 will be narrower – working with fewer teams.
    - Incentive program. The World Curling Tour is a very important stepping stone, and participation in the WCT is part of the incentive program.
  - Lukowich reported on initiatives designed to help our athletes move up to the next competitive level:
    - Pettit HP camp. The USOC Sportfolio team will provide team and technical expertise. USOC sports science staff will also attend. This will be the USCA's strongest sports science camp to date.
    - Ice Tech DVD. Icemakers Shurek and Legacie will be featured at work. The DVD will be available to USCA clubs and people working with arenas.
    - DVD on stretching. Physiotherapist Brian McWilliams and USOC staff will be featured.
    - DVD on Mixed Doubles. An in-house production for our own athletes.
    - Microphones and videotaping will be used with some teams to focus on how teams communicate. Tools coaches can use with teams.

- Compete-At's Brian Parsons complimented the USCA on involving the USOC in training events, noting that USOC staff members provide valuable expertise and will become advocates for curling.
- ◆ Moore expressed thanks to ADD Ed Lukowich, Assistant ADD Rob Meakin, Junior ADD Lynita Delaney, and Physiotherapist Brian McWilliams for their work in 2006-2007.
- ◆ *Junior Athlete Development Director.* Moore reported on Junior ADD programs:
  - Junior summer and fall camp program continues.
  - Moore noted that the hiring of a Coaching Development Director will free the Junior ADD (who has also chaired the Coaching Committee) to focus on the Junior ADD position.
- ◆ *Athlete Funding.* Moore reported on the elite athlete funding available through the USOC's Incentive Program. That funding is based on how well teams perform. The USCA experimented in FY07 and split the funding – providing some upfront and the remainder based on performance. He noted that all of the funding available to men's teams was paid out, but that only two women's teams received full funding because no third team met the performance criteria. The USOC's philosophy is that incentive funding is pay for performance. They won't support upfront incentive payments in FY08, although the stipend program can be based on past performance. For FY08 the USCA has proposed that the ADD have discretionary funds to support teams earlier in the season.
- ◆ *Coaching.* Moore reported on progress in the Coaching area:
  - Two coaching camps have been held (St. Paul and Colorado Springs), with a third coming up at the Pettit Center in June. The focus of the camps is on coaching development, and the camps provide coaches with hands-on experience working with junior athletes. The camps have been a way to leverage USOC resources to strengthen both our coaches and our athletes.
  - Coaching committee made advances in using technology, including:
    - Holding online conferences.
    - Experimenting with animation to assist with fault analysis. Another application would be to use the animation as a test for coaches, to see if they can identify faults.
    - Conducting video analysis of athletes using Dartfish software.
  - The USCA made progress in hiring a Director of Coaching Development:
    - Established a job description. Goal of having a CDD is to broaden and deepen our coaching pool. The CDD does not necessarily have to have a curling-specific background, but must have expertise in coaching and curriculum development.
    - USCA advertised on the TeamWork Online website.
    - As of the Board meeting we had 15 applicants, several having the requisite qualifications.
    - Goal is to fill the position as soon as possible, and no later than the beginning of the curling season.
    - The USOC will be funding the position.
- ◆ *World Team Preparation.* Hatch reported, noting that Jan Legacie will be chairing WTP in FY08.
  - World trading pins: In FY07 USCA produced trading pins specifically for World teams, because the Donation Pin Program didn't have sufficient supply to meet that need.
  - United VIK: Hatch noted the importance of travel coordination if United VIK is to be used for athlete travel in order to minimize any negative impact on athletes.

- FY07 was a building year for team leaders. The goal is to build a pool of 6 men and 6 women who want to do this on a regular basis. Hatch noted the following provided first-time team leader services in FY07:
  - Kellie Krake – WWUGs.
  - Marc DePerno -Wheelchair.
  - Experienced Junior Worlds team leader Bev Schroeder provided training to three people at the Eveleth Junior Worlds.
  - Jon Mielke – Men.
  - Leland Rich was on-site in Japan for Women’s Worlds.
- Team Leader development goals for FY08:
  - WTP recommends sending two team leaders to Junior Worlds: Bev Schroeder (experienced) and Mark Swandby (training).
  - WTP recommends selecting Team Leaders by June 1 to provide time for them to schedule trips to Nationals (to run the team meeting) and to Worlds.
  - WTP recommends two Team Leaders be sent to the WWUGs in 2009. Hatch noted that this may be a credentials issue with USOC. 2009 WWUGs will be in China.
  - WTP wants to work more closely with the AAC on Team Leader evaluations so we have criteria that will assist in developing Team Leaders.
  - The USCA will not send a Team Leader to Mixed Doubles in Finland. The event will be very contained, with no transportation or food issues.
  - WTP is looking at options for Grand Forks Men’s Worlds because of the site’s design. Discussion ensued about the ramifications of asking a Team Leader to coordinate all team arrangements leading up to Worlds, but not providing services once the event begins.
- Hatch reported that the 2010 Olympic Village will be 10 minutes away from the curling venue. She noted that the USCA will want athletes in Village. If they are housed outside the Village, security becomes USCA’s responsibility.
- ◆ *Sport Science.* Maskel indicated that the Sports Science Committee had no report.
- ◆ *Adaptive Curling.* Co-chair Marc Deperno works with wheelchair curling; co-chair Sheila Longie works with deaf curling and blind curling. DePerno distributed a written report [[see Appendix J: Adaptive Curling Program 2006-2007 Year in Review](#)], in advance of the Board meeting. The report addresses competition results, outreach and development, and goals and plans.
  - Selection Process for 2008 Worlds. Moore reported that, due to the small size of our wheelchair athlete pool, Elite Programs will recommend that the 2008 World Team selection process be individual athlete tryouts (the same selection process used for the 2006 Paralympic Games). We’ll start with a core of the 2007 National team, and have 1-2 other individual tryout opportunities for others.
- ◆ *High Performance Plan submitted to the USOC.* Moore reported on key aspects of the HPP:
  - Incentive program that is purely pay-for-performance; no up-front incentive funding for athletes.
  - Heavy focus on Coaching Development Director position and duties.
  - Increased Athlete Development Director input into athletes’ training and schedules.
  - Preparation for Mixed Doubles World Championship.
  - Resource allocation that includes not only USOC funding, but USOC staff and training resources. Goal is to leverage expertise and deepen relationships with the USOC.
- ◆ *Pettit Center camps.* Original plan was to hold the High Performance Camp in Colorado Springs, but curling ice is not available there. USOC presenters pay their own transportation;

USCA pays on-site costs. USCA will hold camps that are not ice-dependent at the USOC facilities in Colorado Spring.

21. USOC [Rick Patzke – Chief Operating Officer]

A. *USOC/AAC report* [Todhunter reported]

- ◆ The USOC/AAC met last December in Washington, D.C.
- ◆ Todhunter served on the Anti-doping Committee. The committee addressed the definition of an Olympian and the Athlete Code of Conduct.
- ◆ Ann Swisshelm-Silver worked with the Adecco, the USOC's official career management services supplier for the U.S. Olympic and Paralympic teams through 2008. Adecco provides free career counseling for qualifying athletes.
- ◆ The Vancouver Organizing Committee is reviewing athlete recommendations related to housing.
- ◆ The USOC AAC is meeting this weekend in New Orleans. Hurricane Katrina relief efforts include providing sports equipment to kids.
- ◆ Todhunter congratulated Women's Team USA on their 4<sup>th</sup> place win at Worlds, and Men's Team USA on their 3<sup>rd</sup> place win.
- ◆ Todhunter expressed thanks from the AAC to Elite Programs for listening to and addressing athlete concerns through:
  - Use of the page system with National events: Men's, Women's, Juniors.
  - Athlete funding.
  - High Performance camps.
  - Additional staff support: Assistant Athlete Development Director, physiotherapist, and the new Coaching Development Director position.
- ◆ Todhunter expressed thanks to the USCA staff, noting that the AAC respects staff opinions and decisions and looks forward to working with staff in the future.

B. *USOC COO report* [Patzke reported]

- ◆ The Coaching Development Director position is now advertised on the USOC website.
- ◆ Patzke and USOC's Chris Vadala have had recent discussions regarding the Joint Market Agreement. Negotiations continue
- ◆ The Association for Chief Executives of Sports (ACES) has hired an Executive Director to represent NGB EDs and COOs in common interests. The USOC (Jim Scherer) has endorsed ACES. Annual ACES dues are \$1,000. Patzke recommends that the USCA join for FY08.

22. Athletes Advisory Council [Nicole Joraanstad, Chair, USCA AAC reported]

- ◆ The AAC held an election for two female and one male position. Maskel and Brunt were elected; one additional female is needed. Augusto Perez represents Wheelchair athletes on the AAC.
- ◆ The AAC will meet in early June to discuss items from the USCA's spring Board meeting, and will bring recommendations to the Board.

23. World Curling Federation [Leland Rich, USCA WCF Representative, reported]

- ◆ Rich recognized and thanked outgoing WCF Representative Bob Fenson, and welcomed new WCF Rep Mark Swandby.
- ◆ The WCF's DAP grant program will continue.
- ◆ The WCF's low-interest loan program is also being renewed. Discussion ensued regarding loan parameters, the availability and timing of additional loans to the USCA.

- Loan parameters:
  - The WCF must be involved in the planning of the club to ensure that it is well-designed and well-built.
  - Because loans are made to the USCA, the request for a loan must be submitted by the USCA – not by a USCA region or club.
  - Loans are capped at \$25,000 per sheet; it is intended to support, but not entirely fund, a building project.
- Timing:
  - 46 countries belong to the WCF.
  - Until the USCA's outstanding loan (Potomac Curling Club) is reduced, the likelihood of receiving another loan is low. Balance is \$125,000.
- ◆ One year from now Warren Lowe is up for re-election as WCF Director of Finance. The USCA will apply for a USOC International Relations grant to host an event at the December WCF meetings in Füssen to support Lowe's candidacy and to promote the 2008 Men's World Curling Championship that will be held in Grand Forks, N.D. The WCF reps will contact Grand Forks Organizing Committee to make sure they could be present.
- ◆ WCF's Keith Wendorf provided a response to a question related to rules for the new Mixed Doubles event: It is the WCF's intention that someone be in the house, behind the hogline, when rocks are thrown.
- ◆ WCF reps recommend that the USCA take a more proactive role with regard to world events are hosted in the U.S.
  - Encourage more American attendance at all World events, as well as U.S. National Championships.
  - Be more involved in the ground floor, bid process. Fenson was USCA liaison at 2007 Junior Worlds. As other areas in the U.S. consider hosting an event, make it a 3-party agreement with the USCA involved. The WCF wants this, and it's in the best interest of the USCA.
- ◆ Worlds event schedule. Noting that the WCF will not announce a site until contracts are virtually ironclad, Rich reported:
  - 2009 Men's Worlds: Canada – site tbd
  - 2009 Women's Worlds: Korea
  - 2010 Men's Worlds: Cortina, Italy
  - 2008 Mixed Doubles: Finland
  - 2008 Senior Worlds: Finland
  - 2008 Wheelchair Worlds: Switzerland
- ◆ WCF meeting schedule.
  - December 2007: Füssen, Germany
  - April 2008: Grand Forks, N.D.
  - December 2008: Sweden
- ◆ WCF Rules. New WCF rules of play have been issued. The rules will be reviewed after a season of implementation. The WCF encourages governing bodies to provide feedback.
  - Maskel provided a summary of the *Top 10 WCF Rules Revisions*. Maskel noted that the majority of the changes are language/clarifications, but some are substantive. He indicated that Wendorf would be issuing a summary of the changes. Changes to the rules of curling that apply to all games include:
    - RULE 1e – courtesy line ... located outside of and parallel to the hoglines. Icemakers must put courtesy lines into the ice at the beginning of season.
    - RULE 4a1 – when not throwing, players must stand between the courtesy lines.

- RULE 2b – a team’s stones are identified the same handle color and are individually identified by visible markings. Subsequent rule (Rule 2J) prohibits players from adding markings on stones.
- RULE 2j – teams may not make alterations to, nor place objects on or over their stones.
- RULE 7a – new definition of sweeping motion. Allows corner sweeping.
- RULE 7f – behind the t-line, a team has first rights to its own stone. The team must not obstruct or prevent opponent from sweeping.
- RULE 8 – touching a moving stone rule. When you touch a moving stone – if inside the hogline on the playing end, it must be allowed to come to rest. There is a series of remedies for non-offending teams. External force rule: there is a specific set of rules governing play if something happens that neither team has any control over.
- STICK RULES – The stone must be clearly released by the delivery stick before either foot of the player delivering the stone has reached the t-line at the delivery end. Players choosing to use a stick must use it for delivery during the entire game.
- RULE 11h – game concessions. A team can only concede a game when it’s their turn to deliver.
- RULE 11i – delays of start of play. Big penalties for starting late.
- The WCF representatives reported that the WCF recognizes Maskel’s meticulous review of the rules.
- Anderson will contact Wendorf to request a summary of the rules changes, and then provide them to VP-Championships and the Rules & Officiating Committee, and to the *Curling News* editor.

24. Open Board Action Items: There were no open Board actions.

25. Unfinished Business: There was no unfinished.

26. New Business

A. *Next Board of Directors meeting September 13-16, 2007*

- ◆ West reported that the next Board of Directors meeting will be September 13-16, 2007. Bloomington, Minnesota, is being considered as the site.

B. *Voicemail System*

- ◆ Patzke reported that the USCA’s new voicemail system will be installed in the near future.

27. Adjourn

**A motion by Pelletier, seconded by Badgero, to adjourn was adopted at 10:25 a.m.**

Respectfully submitted,  
Sandy Robinson  
Recording Secretary

Reviewed and authorized,  
Albert Anderson  
Secretary



# LEADERSHIP DEVELOPMENT

Bob Pelletier



## USCA Strategic Plan: Priority 5 Grow the sport by enhancing the efficiency and effectiveness of governance and management

1. Recruit volunteers
2. Run efficient and effective meetings
3. Develop & implement a USCA Operating System
4. Complete job descriptions
5. Align expectation of the volunteers to staff work
6. Ongoing improvement of the Board Structure
7. Establish a Value Statement



# Three Principles of an Exceptional Board

- I. Results Oriented
- II. Intentional Board Practices
- III. Revitalization



## Principle I Results Oriented

- A. Review the organization's performance, overall efficiency, and impact.
- B. Monitor the progress of the Strategic Plan.
  - 1) External feedback
  - 2) Review finances
  - 3) Own experiences
  - 4) Identify new and/or existing issues focusing on outcomes



## Principle II Intentional Board Practices

- A. Engage in action-oriented, results-driven work.
- B. Member assignments aligned with priorities to reap full benefits of member talents.
- C. Make meetings matter.



## Principle III Revitalization

- A. Recognize that diversity and inclusiveness are essential for success.
- B. Recruit based on individual competencies and personal connections.
  - Understand the importance of fresh ideas.



# Survey Questions

To be answered and returned by May 25, 2007

1. Mini Board Self Assessment
2. Director Self Evaluation
3. "What have I done this year to meet our goals?"
4. "What will I do next year to meet our goals?"



# Complete Board Meeting Evaluation

(After meeting)



Please mail or e-mail your  
**Survey Questions and  
Board Meeting Evaluation** by  
May 25, 2007 to:

Bob Pelletier  
9056 Bellwart Way  
Columbia, MD 21045  
robepelleti@aol.com

## APPENDIX B: USCA Annual Report

U N I T E D S T A T E S C U R L I N G A S S O C I A T I O N



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### UNITED STATES CURLING ASSOCIATION Annual Report April, 2007

#### ACKNOWLEDGEMENTS

The United States Curling Association gratefully acknowledges the financial and other support from the following:

AIT Worldwide Logistics	Alaska Curling Association
AmerAust Technologies	Colorado Curling Association
American Curling Foundation & Museum	Grand National Curling Club of America
AT&T	Great Lakes Curling Association
Bank of America	Illinois Curling Association
Chicago Community Trust	Minnesota Curling Association
General Motors	Mountain Pacific Curling Association
Hilton	Nebraska Curling Association
The Home Depot	North Dakota Curling Association
Illinois State Curling Foundation	Washington Curling Association
NBC	Wisconsin Curling Association
Nike	Curling Club of Houston
World Curling Federation	Dallas/Fort Worth Curling Club
U S Women's Curling Association	Kansas City Curling Club
Kay Sugahara	
Worzalla Publishing Company	

#### MEMBERSHIP

A vigorous and growing membership is key to the success of the USCA.

##### New Clubs Admitted to Member Associations or new At-Large Clubs

Boise Curling Club, Idaho  
Lone Star Curling Club, Austin, Texas  
Wine Country Curling Club, Vacaville, California  
Curl San Diego, Escondido, California  
Scranton Curling Club, Pennsylvania

##### Clubs Which Have Resigned

Cambridge Curling Club, Minnesota



MEMBER: UNITED STATES OLYMPIC COMMITTEE ■ WORLD CURLING FEDERATION



## ***REPORT OF THE PRESIDENT***

**Governance and staff.** Good governance and a dedicated, professional staff help ensure excellence in programs for all curlers.

- Executive Director David Garber went into semi-retirement
- Rick Patzke assumed the new role of Chief Operating Officer while continuing some of his responsibilities on the media front
- Hired new Administrative Assistant
- Two BOD meetings, one Special BOD meeting, 3 Exec Committee meetings, 10 Management Committee meetings, many committee conference calls and 1 Budget meeting
- Recruited an independent Director
- Adaptive Curling Committee formed to inform and guide our progress in Wheelchair curling and deaf curling; hired a National Wheelchair Development Coach
- Planned Giving Committee recruited to design a program that will provide a number of different donation options for contributors
- Leadership and Board development program initiated to improve effectiveness and efficiency of Directors and approximately 44 committee chairs and members
- Child Protection Plan instituted
- Sensor Handle Coordinator hired
- Updated Motions Summary Manual
- Produced a Policies and Procedures Manual
- Issued the first USCA Annual Report
- Clean audit review by Reilly, Penner & Benton LLP

### **Core Services, to benefit curlers at all levels.**

- Online playdown entry process for athletes
- Increase in number of clubs using online membership database for updating member information
- Core services continued: Curling camps – junior (U21), youth (U14), Junior Merit program, administrative support for six national championship events, USCA President or her representative at all National Championships and World events, college curling, marketing seminar, tools for clubs to utilize to attract and retain members including educational brochures and videos, communications devices including U.S. Curling News, various newsletters and media guide, coaching education and certification course, certification program for officials and instructors, online capability for clubs to register members via the website, online capability for championship participants to register, Hall of Fame selection process, ice technicians for championships, use of equipment for championships including rocks, sensor handles, clocks, jackets and radios, internet streaming of National and Junior Championships, web current happenings and information, Championship awards, travel reimbursement for juniors traveling to championship, membership database maintenance and enhancement, Championship Rules Booklet

### **Awards, to recognize world-level sportsmanship**

- USOC Team of the Year – Pete Fenson Team
- USCA Hall of Fame induction – Lisa Schoeneberg
- World Wheelchair Championship Sportsmanship Award – Augusto Perez

### **Growth and participation in USCA programs**

- Individual members competed in playdown events (1,088)
  - Junior Men, 192
  - Junior Women, 132
  - Men, 135
  - Women, 31
  - Senior Men, 69
  - Senior Women, 16
  - Men (Club), 239
  - Women (Club), 69
  - WWUG Men, 43
  - WWUG Women, 10
  - Wheelchair, 8
  - Mixed, 144
- Curling clubs hosted playdown events (10 clubs, 16 events)
  - Centerville, Wisconsin, WWUG
  - Utica, New York, Men's and Women's National Championships
  - Utica, New York, Wheelchair National Championships
  - St. Paul, Minnesota, Men's and Women's Club National Championships
  - Seattle, Washington, Junior National Championships
  - Grafton, North Dakota, Mixed National Championships
  - Milwaukee, Wisconsin, Senior National Championships
  - Seattle, Grand Forks, Waupaca and Potomac CC's, Men's Qualifying Rounds
  - Mankato, Minnesota, Men's Challenge Round
  - Women's Qualifying and Challenge Rounds were not held due to low number of team entries. Seattle, Poynette, Nashua and Mankato were prepared to host.
- Increase in total individual members: 1,076
- Junior curlers attended camps to enhance skills and appreciation for the game
  - Cape Cod, 40
  - Eau Claire, 96
  - Rice Lake, 32 (Elite level)
  - St. Paul, 32 (Elite level)
- Instructor clinic attendees help raise club curlers' skills: 12 clinics, 174 total attendees
- Coach clinic attendees to ensure skilled, dedicated coach education (Delaney, Lukowich and Meakin instructed)
  - Colorado Springs, 16
  - St. Paul, 16 (plus five elite teams)
- Officiating clinic attendees to help assure a level playing field:
  - 5 clinics, 49 total attendees

## Fundraising

- completed Demographic Lifestyle Survey

The USCA participated in a joint survey undertaken by the U.S. Olympic Committee to produce a demographic lifestyle survey of the USCA's membership. The purpose of the survey was to obtain demographics, member behavior, purchase intentions and lifestyle information of current members. The data, shared with all member associations, will be used to help educate existing and potential sponsors, and to also help member clubs focus their membership building efforts on these target demographics.

- applied for and received a \$15,000 CCT grant to assist sponsor solicitation
- applied for and received DAP WCF grant

The World Curling Federation approved a 2006-07 USCA grant application to the Development Assistance Program for \$10,000 for the following projects:

**Exhibition banners**, \$2,000 – Three high-quality exhibit banners were designed pro bono for the USCA by Aspen Curling Club member John Hoepfer.

**Strategic Marketing Plan**, \$5,000 – The USCA will use this money as partial funding for development and implementation of a long-term strategic marketing plan.

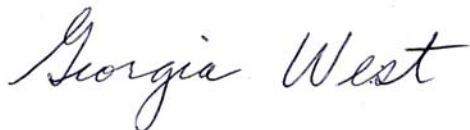
**Website redesign**, \$3,000 – The USA Curling website is being redesigned to improve the overall look and navigation. Some funding may also go toward improvements to the online Membership Database.

- 100% participation of Directors in Donation Pin Program
- Received a \$10,000 sponsorship (AIT)

## Goals for next year

- Roll out new web page
- Install office voice answering system
- Hire National Coaching Development Director
- Create and market RFP for the National Championship
- Continue to improve communication between the USCA and its stakeholders
- Identify new revenue streams
- Monitor staff direct and indirect costs

Thank you to the Directors, Committee Chairs, Committee Members and many volunteers who give countless hours to the USCA. Our accomplishments would not be possible without their help.



Georgia West  
President

## REPORTS OF THE VICE PRESIDENTS

### Vice President of Member Services

Responsible for coordinating, organizing and directing programs that bring services to member clubs that contribute to the growth and training of the membership. This accomplished through 6 committees – College Curling, Training and Instruction Committee, Youth Curling, Club/Membership Development, Arena Curling, and American Curling Foundation & Museum.

### ACCOMPLISHMENTS

**Vice President of Membership Services** – Coordinated the largest Member Services Conference to date which focused on USCA growth of arena curling; saw a 10.6% growth in USCA membership and the addition of 15 new arena clubs.

**College Curling** – Continues to offer curling opportunities for college students throughout the United States through 4 Regional and a National Bonspiel. Over 70 teams from 35 different colleges and universities participated in these events

**Training and Instruction** – Redesigned and updated all the USCA brochures (Sweeping, Strategy, Spirit, etc), and reconfigured the Level I and II instructor courses and produced a participant binder for attendees.

**Youth Curling** – Continued support for 5 Junior Curling Camps throughout the United States. The Committee instituted procedures for background checks on youth coaches and instructors.

**Club/Membership Development** – Continued the effort to increase awareness of curling with exhibition booths at the NARCE (North America Rink Conference and Expo) and NIRSA (National Intramural –Recreational Sports Association) conferences.

**Arena Curling** – Established a new committee to support and assist arena curling clubs. Although the committee is less than a year old, it has made great strides in communicating and assisting clubs curling on arena ice. The committee accomplishments include: instituting an arena web discussion group, publishing an arena E-newsletter, and providing each arena club with a USCA contact person.

### GOALS

VP Member Services and committees goals are: 1. continue to support USCA Regions and clubs and 2. increase USCA membership by 4% next year.

## **Vice President Competitive Programs**

Responsible for directing various committees to maximize sustained competitive success in World, Olympic and Paralympic competitions. Committees include Elite Programs, Coaching, World Team Preparation, Sports Science and Adaptive Curling.

## **ACCOMPLISHMENTS**

Team USA had excellent Competitive Success in 2006-07, including:

- World Wheelchair – James Pierce Team, 5<sup>th</sup> place
- World University Games – John Shuster Team, Gold medal
- Women’s Junior World – Aileen Sormunen Team – 4<sup>th</sup> place
- Men’s Junior World – Chris Plys Team – 5<sup>th</sup> place
- Women’s Senior World – Pam Oleinik Team – Bronze medal
- Men’s Senior World – Geoff Goodland Team – 4<sup>th</sup> place
- Women’s World – Debbie McCormick Team – 4<sup>th</sup> place
- Men’s World - Todd Birr Team – Bronze Medal
- Karuizawa International Curling Championship- Team Disher 1<sup>st</sup> Place Men’s Competition; Team Lank 2<sup>nd</sup> place Women’s Competition
- Deaflympics - Team Farovitch (Men’s) Silver Medal; and Team Matthews (Women’s) Silver Medal
- Pete Fenson’s Olympic bronze medalist team was named the United States Olympic Committee’s Team of the Year for 2006

**Elite Programs Committee** – Administered the various programs funded by the USOC including direct athlete support for six elite teams and an incentive program in which 12 teams participated and award money was earned for 5 or the 6 available placements. Two High Performance Camps were held during the season with the most extensive camp scheduled for June 15-17 at the Pettit National Ice Center in Milwaukee, an Olympic Training Facility.

The Junior Athlete Development Director conducted three junior camps, conducted training for coaches of junior teams and continued the development of programs for junior level teams.

**Coaching** - The Coaching Committee made excellent progress in advancing the available programs and resources to develop our coaches. The Vision of the Coaching Committee is to encourage and develop an adequate number of qualified coaches who will lead our athletes to top performance. The primary long-term goal is to ensure that every team that wants a coach has one that is certified to the level of the team’s needs. Coaches camps were held in Colorado Springs and St. Paul and the most extensive coaches camp will be held in conjunction with the Athletes High Performance Camp at the Pettit Center.

Training tools and education materials were developed. More coaches have been trained and are using the Dartfish video analysis software, speed-trap training devices, etc. On-line training and education courses have been developed and several held during the year. Three Coaches advanced in their certification levels during the year.

Finally, a search process was commenced for a Coaching Development Director. The position will be implemented in the 2007-08 season. The responsibilities are to design and implement training and development programs to broaden and deepen the pool of coaches in the U.S. for teams and athletes at all levels from juniors to Elite Adult levels.

**World Team Preparation** - Support was provided to our teams participating in World Championships regarding travel, uniforms and pre-worlds training and preparation. In addition, a specific goal of the WTP Committee this season was to broaden the available pool of trained team Leaders/Administrators with international event experience. New team Leaders gained experience at the Winter World University Games in Pinerolo, Italy; the World Wheelchair Championships in Solleftea, Sweden and the Men's World Championships in Edmonton, Alberta, Canada. Additional potential Team leaders participated in a few days of training at the World junior Championships in Eveleth, Minn.

**Adaptive Curling** - The successor to the Wheelchair Curling Committee expanded its mission to oversee all forms of adaptive curling, including deaf and blind curling. A National Wheelchair Development Coach position was established and filled. The NWDC concentrated on preparing the World team and coach for competitive success in Sweden and conducted several High Performance Camps. The NWDC and members of the Committee attended various outreach and awareness events and will be present to conduct outreach and perhaps a demonstration of Wheelchair Curling at the National Veterans Wheelchair Games in Milwaukee June 19-23, 2007.

## **GOALS**

VP Competitive programs is focused on the primary goal of two Gold Medals in the 2010 Winter Olympic Games and a gold medal in the 2010 Winter Paralympic games in Vancouver. Sustained competitive success at the 2007, 2008 and 2009 World Championships is necessary to qualify for the Games. The main strategies to achieve the above are: continuous improvement in the Elite Athlete training and development programs; getting the Coaching Development Director position filled and the programs up and running, maximizing the use of the expertise and resources of the United States Olympic Committee staff and training centers; and finally rising the level of competitions available to our elite teams in the United States.

## **Vice President of Championships**

Responsible for all championships, including scheduling, arranging for sites, providing for fair and high quality field of play, publication of rules and formats, providing officials for competitions, and a process for answering questions and issues that arise during the championship process.

## **ACCOMPLISHMENTS**

**WUGS** - Drafting rules and format for a new competition to select our representatives to the

World University Games, as opposed to the committee selection process used previously. The results achieved by our WUGS teams would indicate we should stay with a competition format.

**Men's National Championship** - Drafting and implementing a revised format for the men that included four regional qualifiers, a challenge round, with spots allocated proportionally based on the number of teams entered at each regional.

**Increased participation in championships** - Participation by athletes increased for most events, one notable exception being the participation in the Women's Championship.

**Field of Play** - We were able to find sites for each event, despite some late cancellations, and to provide quality officials and ice-making (where applicable). A sensor handle technician position was created to ensure that the sensor handles remain in good working order

## **GOALS**

The World Curling Federation has passed many new and amended rules, including the creation of a new world event: the mixed doubles. We will need to determine which of the new WCF rules to implement in our championships. A new selection process will be required for choosing our mixed doubles representative to the World. Formats will be reviewed to determine where improvements can be made.

In order to shorten the time between sign-up and posting of draw, we will work on an improved catalogue of draws to cover common contingencies.

## **Vice President Operations**

Responsible for directing various operational committees to ensure the USCA as an organization serves the needs of its membership and all customers. Committees include Finance; Human Resources; By-Laws/Governance; Athlete/Curler Recognition and Board Development.

## **ACCOMPLISHMENTS**

**Vice President Operations** – Continuing to develop USCA Policy and Procedures manual to better serve USCA members and its Board of Director's. Policy Manual will be made available at 2007 Fall Board Meeting.

**Curling Stone Committee** - Successfully administered a Curling Rock Loan program with the World Curling Federation. The USCA staff, with the assistance of Curling Stone Committee, received 40 sheets of stones (640 stones) from the WCF for use in the USA by recently formed clubs. The stones were distributed to 15 clubs across the USA. Contracts were entered into with these 15 clubs and the USCA. The agreed upon stipulations of said contract is the clubs paid for shipping and import fees to their respective clubs, insurance on stones and a deposit on stones to cover return shipping. Clubs will keep said stones for two seasons and then must decide if they want to retain or return stones. If club decides to retain stones they will make 5 annual payments to purchase stones. If they decide not to retain stones, the stones will be returned to the USCA

which will then secure a new location for stones or return to WCF. Listed below are the clubs that participated in the 2006 WCF Stone Loan program.

<b>CLUB</b>	<b>CITY</b>	<b>REGION</b>	<b>SETS</b>
Brainerd	Brainerd, MN	Minnesota	4
Dakota	Savage, MN	Minnesota	4
Edina	Edina, MN	Minnesota	6
Walker	Walker, MN	Minnesota	2
Great Smoky Mountain	Knoxville, TN	Great Lakes	2
Copper County	Ontanagon, MI	Great Lakes	2
Indiana University	Indianapolis, IN	Great Lakes	4
Curl San Diego	Escondido, CA	MOPAC	3
Coyotes	Scottsdale, AZ	MOPAC	3
Massena	Massena, NY	GNCC	2
Green Mountain	Morrisville, VT	GNCC	1
Aspen	Aspen, CO	Colorado	1
University of Denver	Denver, CO	Colorado	2
Casper	Casper, WY	At-Large	2
Sidner YMCA	Fremont, NE	Nebraska	2

**Human Resources** – HR Committee, with assistance from Elite Programs and staff, developed a job description for Coaching Development Manager. Job was posted on various websites and applications were gathered and administered through TeamWorks.com.

All job descriptions for staff, officers and committees were reviewed and updated. They will be finalized and made available at 2007 Fall BOD Meeting.

**By-Laws/Governance** – Continuing to update by-laws to bring organization up to date and more efficient in its operations and governance.

**Board Development** – This new committee was created in 2006. Main mission is to provide training and continuing education for both the Board of Directors as a whole and directors individually. This committee held for the first time a New Director Orientation Training at the 2006 Fall Meeting.

## **GOALS**

VP Operations area and committees will continue to assist staff in the operation of USCA. Will have available at 2007 Fall Meeting updated job descriptions for all USCA staff, officers and committees. VP of Operations will also make available USCA Policy and Procedures Manual at 2007 Fall Meeting. To continue to provide training for all directors and committee members.

## Report of the Chief Operating Officer

### Marketing and revenue development

#### **Sponsorships**

**AIT Worldwide Logistics** - USCA is in the fourth year of an annually renewed agreement for value-in-kind services for major shipping needs. This year's agreement also included a cash payment to the USCA.

**AmerAust** - USCA is in the seventh year of an annually renewed agreement for value-in-kind services for all of our information technology needs, including hosting services of the USCA web site, Membership Database, and maintenance of our office computer network. AmerAust also donates significant on-site technical support services at championship events, and significant bandwidth for operating audiocasts from events.

**Nike** - USCA has a four-year agreement for value-in-kind services through 2010 that is budget relieving by providing team outfitting and other apparel as well as ancillary benefits for the organization through other sponsor relations support.

**Joint Marketing Agreement** partners - USCA is in the third year of a four-year agreement with the U.S. Olympic Committee (USOC) for joint marketing revenues from USOC sponsors AT&T, Bank of America, The Home Depot, and General Motors.

**Marketing efforts** - USCA is pursuing new revenue streams on many fronts, including approaching prospective new sponsors and creating a Major Donor Program and Planned Giving Program. USCA has secured two grants totaling \$20,000 for professional services to develop and implement a long-term Strategic Marketing Plan.

**TV and Internet initiatives** - USCA continues to nurture relationships with various broadcast and cable partners, including NBC, ESPN, Versus, and CSTV. USCA partnered with NBCSports.com to stream games from the 2007 World Championships, and is having ongoing discussions to continue this. USCA receives significant support from the World Curling Federation to support the broadcast and Internet streaming efforts.

## APPENDIX C: USWCA Report

USCA Meeting Report  
April 21-22, 2007  
Bloomington, Minnesota

The incoming USWCA President is Linda Draper of Seattle Granite Curling Club. The fall meeting will be held September 21-22, 2007 in Seattle.

The Friendship Tour between the USA and Canada was held in November 1-14 with the USWCA teams curling in the province of Manitoba. Once every thirty years, both the Friendship Tour and the Scot Tour take place the same year. On November 3<sup>rd</sup>, the Scot Tour traveled to Scotland where they curled for the next three weeks. Both tours curled well and capably represented the United States.

Funding for travel for junior curlers participating in the Junior Bonspiel is available but must be requested. The USWCA currently is reviewing funding policies with a view to making funds available to defray the cost of providing and maintaining ice for the bonspiel.

The USWCA continues to promote junior curling through its junior competitions at the club level. ~~In addition,~~ it is important to note that since 2003, the Promotions Committee has donated \$11,368 to junior programs across the United States.

In addition to efforts at the junior level, the USWCA continues to provide an opportunity for women of all ages to curl at the regional, national and international levels without having to be an elite level curler. New non-elite curlers are extremely important to the future of curling as those are the people who will provide the support which allows clubs to successfully grow. The USWCA has five new clubs. They are Portland, Oregon, Knoxville, Tennessee, Portage, Wisconsin, San Francisco, California and Glenshaw, Pennsylvania (Pittsburgh).

Schedule for 2007-2008 is as follows:

The Senior National Bonspiel will be held January 10-14, 2008 at Duluth Curling Club, Duluth, Minnesota. The National Bonspiel will be held February 13-17, 2008 at Chesapeake Curling Club in Easton, Maryland.

## **APPENDIX D: Member Services Manager Report**

April 2007

This report is to give you a summary of the projects in the Member Services area and the activities involved with the committees as staff liaison.

### **Club Activities**

With approximately a growth of 1,000 members the 2006-07 was a very successful year. Our success at the 2006 Olympics and the excellent television coverage has increase the popularity of the sport. New clubs have been started throughout the United States with the growth surge being in arena curling.

- New Clubs-Boise Curling Club-Idaho; Lone Star Curling Club-Austin, TX; Wine Country Curling Club-Vacaville, CA; Curl San Diego, Escondido, CA; Scranton Curling Club-PA.
- Future New Clubs-Casper, Wyoming; University of Denver, Colorado
- Areas showing interest-Atlanta, California, Colorado, Wyoming, Indiana, Kansas, Iowa, Missouri, Minnesota, Wisconsin, Washington & Ohio
- Membership Pending-Circle City Curling Club-Indianapolis; Edina Curling Club-Minnesota; Brainerd Lakes Curling Club-Minnesota; Walker Curling Club-Minnesota

### **WCF Stone Shipment**

A major project this past season was the WCF stone shipment. Through a stone loan agreement with the World Curling Federation, 40 sets of stones (32 refurbished and 8 new sets) were distributed throughout the United States.

The process took longer than we expected and we learn a lot about shipping and customs/duties requirements but we now have the 40 sets of stones assigned to their new “homes”.

Due to the generous donation of Kay Sugahara the shipping expenses from Scotland to our storage building in Stevens Point was taken care of. The stones were stored free of charge until shipment to the various sites at Worzalla Publishing Co. in Stevens Point. We appreciate the generous contribution from both.

Stones were sent to Brainerd Lakes, Edina, Walker, & Dakota Curling Club-Minnesota; Aspen and the University of Denver-Colorado; Curl San Diego-CA; Copper Country Curling Club-MI; Green Mountain, VT; Massena, NY; Sidner YMCA-Fremont, NE; Coyotes Curling Club-AZ; Casper, Wyoming; Indiana University-Indianapolis; Great Smoky Mountains Curling Club, TN.

### **Arena Curling**

Due to the expanded growth of curling in arenas we now have an arena curling committee. This committee through a grant from the Chicago Community Trust was able to issue eleven grants to

help defray the cost of ice rental for arena curling clubs. Grant requests applications were submitted to the USA Curling office.

**USCA Membership Conference**- was held in Bloomington, Minnesota, July 27-28, 2006. We had the following presentations:

- Media Presentation (Presenter-Terry Luder, USCA Communications Manager)
- Vision of the Future (Presenter-Rick Patzke, USCA COO)
- Rock Talk (Presenter-Jon Mielke, Instruction & Training Chair)
- Building More Miracles on Ice (Presenters-Ken Olson & Mark Willmert-Twin Cities Curling Association)
- Beyond Ice & Rocks (Presenter-Sandra McMakin, Pittsburgh Curling Club)
- Funding & Publicity (Presenter-Paul Ellarby, Dakota Curling Club)
- NARCE Report/Olympic Open Houses (Presenter-Jerome Larson, Club Membership & Development Chair)

Many of the above presentations can be found on our website under the “Club Tools” link on the Member Services page.

Member Services updates was presented by Chris Sjue, VP of Member Services.

A Level I Instructor course was conducted the evening of the 27th at the Burnsville Ice Center by Jon Mielke, USCA Training & Instruction Chairperson.

The attendees also met with the staff from the ice arena and learned about ice making techniques, equipment maintenance and a “hands-on” ice preparation clinic.

There were presentations on club development by Bob Pelletier-Potomac Curling Club, Ryan Nankivel-Rushmore Curling Club and Steve Pickle-Fargo Curling Club.

We also had three teams of conference attendees compete in the St. Paul summer spiel.

The 2007 Membership Conference will be June 28-29<sup>th</sup> in Pittsburgh, PA. The focus of the conference again this year will be arena curling. There will also be a USCA update presentation given to regional representatives by Georgia West, USCA President.

**New Club Inquiries**-New club inquires is being sent an informational packet that includes instructional brochures, information on how to build and construct a low cost facility, curling in an arena and regional/state contact information. Packets are sent out as requested.

**Registrations & Certifications**-The continuous work of registering and sending out certificates to attendees of Instructor and Officials classes is an ongoing project. Information is entered into the database as we receive it from the instructors. Individuals that achieved certification are noted in the Curling News. A letter of congratulations, patch and certificate of accomplishment is sent to each individual.

**Fall Club Mailings**- USA Curling brochures and Rules of Play brochures were again included in the mailing. Having a new look this year were the instructional brochures, Delivery, Sweeping

and a combination Strategy & Spirit brochure. The amount of brochures that are sent to the clubs is based on reported membership numbers.

Other items included the "Learn to Curl in One Hour" handout, Safety Tips flyer, 2006-07 championship schedule, "Wanna Play" open house/promotional poster, 2006-07 USCA Media Guide and Directory and the USCA Benefits of Membership, along with other media enclosures.

There was also a letter from Georgia West, USCA President in regard to the Finance Committee's support documentation on the Fiscal 2006-07 dues increase.

**Eight-Enders**-We had several requests for eight-ender patches this season. Team photo and information is forwarded to the ACF&M, to be registered in the museum. The disbursement of patches and acknowledgement letter is now being sent from the office. A notice of the eight-end team is posted in the U.S. Curling News.

**CCA National Development Conference**-Georgia West and I attended the CCA conference in June at Ottawa, Canada. We had an opportunity to attend a variety of seminars and meetings. It was a good networking opportunity for us to be included in this conference.

### **Committee Activities/Staff Liaison**

- **Rules**-Receive the request of rulings from individuals/teams and are forwarded to the Rules Committee. After a final ruling decision has been made, the results of the rulings are sent to the individuals/teams. A summary report of the rulings received this past season was submitted to Sam Williams, Rules Chairperson and James Pleasants, VP of Championships. We had a total of 6 requests for rulings this past season.

The 2007 USCA Championships Rules and Procedures Booklet again had several changes this year. Our goal for the 2007-08 season is to have the playdown entry registrations to be completed electronically.

Due to some rules changes by the World Curling Federation we will be looking at more rules updates/changes for the coming season.

- **Awards**-Nicole Joraanstad takes care of ordering awards and event patches. Awards and participation pins were sent to the office this year and were disbursed to the various sites. National patches are sent from the office to the regional/state winning teams.
- **Youth Curling**-Request for the Junior Merit program with the patches/bars is still quite popular and is used by several clubs. The drills manual to coordinate with the on-ice skills assessment test in the Junior Merit manual is posted on our website.

Junior curlers items of interest are being posted on the junior page on our website by Terry. Any junior curling information is welcome from clubs throughout the United States.

Lynita Delaney, Junior ADD conducted an Elite Junior Curling Camp in Rice Lake in August. Interested individuals had to complete an application to participate in the camp. Junior curlers attending were chosen by a selection committee.

Summer Camps were conducted in Cape Cod (40), Eau Claire, WI (96), Rice Lake (32) and North Dakota (37).

We had 3 junior men's teams from Washington, Minnesota, North Dakota, and 3 junior women's teams from Minnesota, Wisconsin and Alaska in attendance at the U-18 Optimist International competition this year. The teams are responsible for their travel expenses. The Optimist International Championship committee covers all other expenses. Anticipated changes for 2008 include invitations to two European teams and four U.S. teams in place of the current six U.S. teams. Interested teams submit applications to the USCA office with the selection being done by committee.

Highland Junior International-Junior Men's teams from North Dakota and Massachusetts represented the United States in the 25<sup>th</sup> Highland Junior International at the Ice Centre in Inverness, Scotland. Invitations are sent to the junior men's and junior women's teams based on their ranking at last year's nationals & that meets the selection criteria. All expenses are the responsibility of the selected teams. This year we did not have a junior women's team wanting to participate in this event.

National Center for Safety Initiatives (NCSI)-In keeping with the USCA policy adopted last spring, all coaches of teams who qualified to play at the Junior Nationals and any instructor/coach/support staff involved with any of the USCA Junior Curling Camps were required to complete a criminal background check. Notices were sent to Junior National team coaches and junior camp coordinators with instructions on how one could complete the background check process. We had 49 individuals complete background checks through the USCA site. We received a confirmation from 2 individuals that had background checks with their place of employment.

We also had the North Dakota Curling Association and the Exmoor Country Club join NCSI and had their coaches do their background checks through their association membership. (3-North Dakota & 1-Exmoor)

A total of 55 individuals completed background checks for the 2006-07 season.

- **Officiating Committee**-Officiating equipment was shipped to the various Championship sites, including the Men's & Women's Challenge Round in Mankato, MN and the World University Games Trials in Centerville. Time clocks and radio/headsets were also sent to Junior Worlds in Eveleth, MN.

Five officiating classes were conducted this year with 49 total attendees. Verification of registration data and certification forms are sent to individual attendees with copies attached to the individual paperwork in the files.

Shipping of equipment was handled by AIT, the official cargo carrier of USA Curling.

- **Training & Instruction**-Twelve instructor classes were taught this season throughout the United States with a total of 174 participating. Database registrations & certifications information is being entered as material is received from the various classes.

**Adaptive Curling**- Interest in the adaptive curling program has increase throughout the United States and initiated the organizing of the Adaptive Curling Committee. This committee will be involved with and developing programs for wheelchair, blind, deaf and disabled curling. Information received on any adaptive curling programs is forwarded to the committee for their review.

We had two teams participate in the 2006 Deaflympics receiving silver medals in the men's & women's division.

Curling was also demonstrated at the 21<sup>st</sup> Annual Disabled Veterans Winter Sports Clinic in Aspen, Colorado. John West, Frank Fraser, Kathy Avery from the Broadmoor Curling Club and Steven Brown, USCA National Development Coach introduced adaptive curling, more specifically Wheelchair curling to veterans, sponsors and volunteers.

Neil Doese, Tim Kaschinske, Steve Brown & Richard Doese will be introducing curling to veterans at the 27<sup>th</sup> National Veterans Wheelchair Games in Milwaukee June 19-23, 2007. This is the largest annual wheelchair sports competition in the world. The curling demonstration will be at the Pettit Ice Center-USOC Training Center.

Other resources for adaptive sports programs is IceReach ([www.icereach.org](http://www.icereach.org)) and the Courage Center ([www.courage.org](http://www.courage.org)) based in Minneapolis, MN.

- **College Curling**-At the present time we do not provide financial support to the College program. We still however forward any inquiries about the College Curling program to Rich Larko. Information packets are sent to individual requests as needed per Rich.
- **Donations Development**-Pin design, ordering of pins and sending pins to the clubs was completed by David Eaton & Jay Packard, Revenue Development Committee. The final report will be completed upon receipt of monies and pins from the clubs.
- **Coaching**- Information is sent out to individuals that inquire on how to achieve the different levels of coaching and criteria needed. Updates on individuals' certifications are entered in our database. A certification acknowledgement letter and patch is sent out the recipients. Review with the coaching chair and committee the Coach of the Year nominations and the various new programs that are being introduced.

Lynita Delaney, Coaching Chair conducted/organized two coaching camps this past season. The St. Paul Coaching Experience was a camp for coaches and elite junior curling teams to work together using new coaching techniques. There were seventeen (17) coaches and eight (4 junior men's & 4 junior women's) teams participating. The coaches had to apply to the camp. The junior teams that participated were selected by

invitation. During the same time Ed had an Elite adult camp with five elite teams participating.

The Colorado Springs camp was a Coaches Sport Science Workshop. The workshop was at the USOC training center. Items presented were strength & conditioning, Dartfish training for delivery analysis/tagging and nutrition for curling. Sixteen (16) individual attended including Lynita Delaney, Ed Lukowich & Rob Meakin. Funding was available at a maximum of \$500 per coach for travel expenses.

- **World Team Prep**- Prepared all information that was received from WCF and host sites in reference to all World Championships (World University Games, Juniors, Men's & Women's, & Seniors) and items needed for the World Team Prep meetings. Submit all required forms to the World Curling Federation. Ordered team exchange banners and pins.

Nike is our clothing sponsor for our World teams. Jackets & shirts were given to all our World teams. Garments are prepared with the WCF and USCA embroidery requirements and disbursed to the teams when completed

- **Field of Play**-Ice making questions/requests are forwarded to Garland Legacie, USCA's Ice Technologist. Items received for committee review or discussion is sent to Richard Maskel, Chairperson and James Pleasants, VP of Championships. Dave Lewis (McFarland, WI) is our sensor handle coordinator. He is responsible for maintaining and preparing the sensor handles for the Championship season.

### **Other Items:**

- **Early Ice Project**- Notice of early ice project was posted on the website. Contacts were made to the clubs that showed interest in being a site to host early ice. Correspondence was forwarded to the selection committee and final decision was submitted to selected sites. Early ice requirements were sent to site chairpersons, with follow-up contacts after completion of project. Checks were disbursed in equal installments. Half when the site was selected and the remaining half after completion of the early ice period. Early ice sites were Poynette, Green Bay, Rice Lake, Bemidji and Seattle
- **Merchandise**-Coordinated with Stephanie Stewart, XP Apparel, on developing new clothing merchandise. Items are posted on the website with a purchase link to XP Apparel.
- **Playdowns**-Teams must enter the playdown process through the USCA office. Entry deadline dates were posted in the 2007 Championships Rules Booklet and also on our website. Playdown chairs, regional presidents and event sites (site chairs & chief umpires) were notified of teams participating at their site five days after the deadline date.
- **Championships**-Was in contact with host committees in regard to team rosters, officiating equipment, flags, awards and miscellaneous items that were needed to host Championships. Team seeding results and completed draws are sent to all Championships site chair and chief umpire of the event.

- **Team Leader**-I traveled with the Men's and Women's Junior teams to Junior Worlds in Eveleth, MN. Also conducted the World Team prep meeting at the Junior Nationals in Seattle. I did a two day team leader training session for three individuals that are interested in being Team Leaders at the Junior Worlds.

I hope that I provided you an overview of the different activities that I am involved with on a day-to-day basis. If you have any questions on any of the above mentioned items feel free to contact me at 1-888-287-5377 or email at [beverly.schroeder@usacurl.org](mailto:beverly.schroeder@usacurl.org).

Prepared by Bev Schroeder, April 16, 2007

## APPENDIX E: Championships Committee Report

### SUMMARY OF CHAMPIONSHIP COMMITTEE MEETING APRIL 20, 2007

#### **Field of Play** – Richard Maskel

Discussed maintenance requirements on the sensor handles. Our sensor handle technician Dave Lewis will inspect in May and we will have a conference call with Startco (the manufacturer) so that we can budget for purchase or repair of handles and replacement batteries. Great equipment but needs constant monitoring.

Time clock maintenance:

We do not have enough time clocks with digital printout to provide time clocks for all of the regional qualifiers

Brian and David of Compete-At.com offered to write a program that would allow for timing on a computer, with visual display on the monitors, to be used when digital display clocks are not available. Regional qualifiers and challenge round games should be timed, and that expectation will be conveyed to the host sites. Purchase of radio headsets for officials will be pursued.

Discussion about continuing use of Mark Shurek as icemaker for the M/W nationals and use of WCT stones. Agreement on goal of shifting to use of Garland Legacie as ice-maker for M/W nationals, and making sure that a good set of stones is available for this competition. Timing not decided. Plan to budget to pay Garland as an assistant ice-maker at the M/W Nationals for 2008.

Agreed to shorten pre-game practice time at Championships to 6 minutes per team instead of the current 10 minutes. The longer practice contributes to breakdown of pebble, causing “fudging” of ice in the later ends. Shortening practice will help to maintain pebble quality thru 10 ends. This will also allow time for the button draw to determine hammer.

#### **Site selection and scheduling**

Approved use of the standard schedule template for 2008. The following are the times for the events. Some sites have been determined, but other events still need sites:

Wheel Chair	format not yet determined (may be individual competition)	
Mixed Doubles*	Bemidji, MN	Dec. 6-9, 2007
M & W Qualifiers*	Bismarck + ???	Jan. 3-6, 2008
	(West, east and 2d Midwest needed)	
Senior Men's*	Exmoor, IL	Jan. 16-20, 2008

M & W Challenge*	to be determined	Jan. 24-27, 2008
Junior Nationals	Portage, WI	Feb. 2-9, 2008
M & W Nationals	to be determined	Feb. 16-23, 2008
Club Nationals	To be determined	March 1-8, 2008
Mixed	Detroit, MI	March 15-22, 2008

\*Accordion events - start and end date flexible depending on number of teams

Mixed Doubles After much discussion, it was decided to recommend holding the mixed double nationals as a single sign up and go event like the seniors. Bemidji has volunteered to host the event. The chosen dates are Dec 6-9, more or less. This is an accordion event, and it's really a guess as to how many teams will register. Since this is a new event, we will do our best to choose a format that allows for a good number of games so the competitors can experiment with the new strategy challenges. This format is for the first year, and will be reviewed after we have a better idea of what kind of response we are going to see. The WCF mixed doubles rules are not clear as to whether the non-shooting player has to act as a skip that holds the broom, or whether you can use your second player as a sweeper right from the point of delivery. Leland Rich contacted WCF and was told that the expectation is that the second player will start from the skip position in the house, but may come out to sweep after the rock is thrown.

Final major piece of business was to address the method of selecting our Olympic representatives for the 2010 Olympics. It is necessary to address this now because USOC requires us to submit our selection process 15 months before the beginning of the competition. If we have our playdown process starting at the beginning of January 2009, then our process submission is due by the end of September of this year. The committee recommended that our 2009 men's and women's national champions be designated as the Olympic representatives (selecting our Olympic representatives a year in advance as we did for the 2006 Olympics) Expected finals dates Feb 21-28, 2009.

We had some discussion about ways to ensure that the preparation year is used as productively as possible.

At the USCA Board meeting, the recommendation to choose the Olympic representatives as stated above was presented in the form of a motion, and the motion was voted on and approved by the Board.

We discussed the major rule changes adopted by the WCF, which have just been provided to us. We will need to review these and incorporate them into our rules, and make sure that the officials are aware of all the changes. Substantive changes include the use of a button shot at the end of pre-game practice to determine who

gets hammer. Also a rule for the use of the stick that requires release before the shooter's feet cross the T-line. Other significant changes too – rules for burned rocks inside hog line, for example. Also, the bronze metal game at the mens/women's world is different: now the loser of the 3-4 game will get to play for the bronze metal against the loser of the semi-final game. Richard Maskel read a list of highlights of the new rules. Sam Williams and the Rules and Officiating Committee will review the WCF rules changes and make a recommendation regarding incorporating them into the USCA championship rules book.

We had a number of format issues and fill policy issues on the agenda that we did not get to. These are all basically tweaks on the existing formats, addressing problems and issues that came up during the year. We will be talking about those this summer, and plan to have them completed by August. Issues will be assigned to committee members, and decisions will be made at two committee teleconferences, one in May and one in June, with the goal of having the rules booklet ready to go by August.

Also we are reviewing our procedures to try to streamline the process of determining our draws, so we can have quicker turn-around between sign-up and posting of the draw. This includes having as many pre-determined draws as possible, and having policies in place for issues that are likely to come up: three game days, uneven pools, teams dropping out -- all the things that slow down the draw making process. A lot of this is already in place, but we are looking to make it more comprehensive and quicker.

**APPENDIX F: Site Selection Committee Report**

**SITE SELECTION COMMITTEE REPORT**

**APRIL 20, 2007**

Following all the championships and playdowns, I wrote thank you notes to all the host clubs that held an event in 2006-07. I also included a list of events for the sites that I needed for 2008 and 2009 along with a bid form for their use. I have not received any back. I also contacted three clubs where the women's Qualifying Round was scheduled and told them that the event was cancelled and that they would receive a \$250 cancellation fee. Seattle opted out because they were also holding the Men's.

Bids have been received from:

- Detroit – Mixed Nationals
- Exmoor – Senior Nationals
- Capital/Bismarck – Midwest North Qualifying Round
- Curl Mesabi – 2009 M/W Championships

Many calls have been made and emails sent. Clubs that may have some interest are:

- The Country Club
- Rice Lake
- Fairbanks – rotating with Seattle for M & W Qualifier – bid not received
- Nashua
- Broomstones
- Chicago
- The Lakes Region – contacted me regarding an event this year or next
- Medford
- Curl Mesabi

Clubs that were not interested for 2007-08 are:

- Rochester
- Heather/Mapleton
- Madison – interested in 2010 M/W Championships
- Kettle Moraine – interested in 2011 Juniors

Also, previous bids have been received for the 2009 M/W Champ./Olympic Trials from:

- St. Paul
- Capital/Bismarck

Fairbanks said they were interested but I have not received a bid

A total of 28 clubs have been contacted either by letter, email or calls.

Question: Are any of the new arena clubs suitable for hosting an event?

**2007 - 2008  
NATIONAL CHAMPIONSHIP SITES**

<u>EVENT</u>	<u>SITE</u>	<u>DATE</u>
World Wheelchair Team Selection	TBD	TBD
National Junior Championships	Portage	Feb. 2-9
M/W Senior World Playdowns	Exmoor	Jan. 16-20
Men's Qualifier		Jan. 3-6
East	TBD	
Midwest North	Capital*	
Midwest South	TBD	
West	TBD	
Women's Qualifier		Jan. 3-6
East	TBD	
Midwest	TBD	
West	TBD	
Men's Challenge	TBD	Jan. 24-27
Women's Challenge	TBD	Jan. 24-27
M/W National Championships	TBD	Feb. 16-23
M/W Club National Championships	TBD	Mar. 1-8
National Mixed Championships	Detroit*	Mar. 15-22

**\* Pending approval**

**WORLD EVENTS – 2008**

Junior World	Ostersund, Sweden	Mar. 1-9
Senior World	Vierumaki, Finland	Mar. 8-16
Women's World	Vernon, BC, Canada	Mar. 22-30
Men's World	Grand Forks, ND	April 5-13
Mixed Doubles World	Vierumaki, Finland	Mar. 9-15

## APPENDIX G: Proposed Code of Ethics

### UNITED STATES CURLING ASSOCIATION

#### CODE OF ETHICS

#### *PROPOSED*

#### INTRODUCTION

As the National Governing Body for curling in the United States, and because we operate in the public spotlight, we are expected to conform to the highest ethical principles. For these reasons, the USCA requires its volunteers and staff to conduct business with integrity, to maintain a standard of ethical conduct consistent with the regulations of the State of Wisconsin in which the USCA is incorporated and to be guided by the knowledge that we are guardians of the Spirit of Curling. Furthermore, because the appearance of impropriety can be just as damaging as actual impropriety, conduct, which appears to be improper, is also unacceptable.

#### CODE OF ETHICS

Accordingly, volunteers and staff are required to comply with the following USCA Code of Ethics when representing or participating in USCA activities or events:

1. Conduct all dealings with honesty and fairness.
2. Respect the rights of all employees to fair treatment and equal opportunity, free from discrimination or harassment of any type.
3. Know, understand and comply with the laws, regulations and codes of conduct governing the conduct of USCA business – both domestic and foreign.
4. Ensure that all transactions are handled honestly and recorded accurately.
5. Protect information that belongs to the USCA, **its members, individual curlers**, our donors, sponsors, suppliers and fellow workers.
6. Avoid conflicts of interest, both real and perceived.
7. Never use USCA assets or information for personal gain.
8. Recognize that even the appearance of misconduct or impropriety can be very damaging to the reputation of the USCA and act accordingly.

#### ENFORCEMENT

Perceived violations should be brought to the attention of the President for review and, if appropriate, recommending sanctions to the Executive Committee (as to volunteers) or the Chief Operating Officer (as to staff). **Perceived violations involving the President should be brought to the attention of the Chairman of the Finance/Audit Committee for review and, if appropriate, recommending sanctions to the Executive Committee.** Any person that violates or condones the violation of the Code of Ethics is subject to disciplinary measures, which may include termination of employment and expulsion from the Board of Directors and/or Committee.

## APPENDIX H: Proposed Amendments to By-laws

APRIL 2007

### Current By-Law Provision:

**Section 4.1 OFFICERS.** The principal officers of this Corporation shall consist of president, two or more vice presidents, a secretary and a treasurer, each of whom shall be elected from and by the Board of Directors for a one-year term expiring April 30<sup>th</sup>. Commencing May 1, 2004, the president may be elected for a second one-year term. Assistant officers as may be deemed necessary may be elected by the Board of Directors or appointed by the Executive Committee and need not be directors. Vacancies may be filled or new offices created and filled at a meeting of the Board of Directors. One person may hold any two of said offices (except the same person shall not be both president and vice president, or president and secretary), but no such officer shall execute, acknowledge or verify any instruments in more than one capacity if such instrument is required by law or by these Bylaws or by resolution of the Board of Directors to be executed, acknowledged or verified by any two or more officers.

No officer of the Corporation may serve as an officer of any other amateur sports organization that is recognized as a national governing body for that particular sport.

### Proposed Amendment to Section 4.1 OFFICERS.

The principal officers of this Corporation consist of a president, two or more vice presidents, a secretary and a treasurer. *Each officer shall be a member of the Board of Directors at or prior to the commencement of their term of office on May 1<sup>st</sup> and remain as a member of the Board of Directors throughout their term. Each officer shall be elected by the Board of Directors for a one-year term expiring April 30<sup>th</sup> of the following year.* Commencing May 1, 2004, the president may be elected for a second one-year term. Assistant officers as may be deemed necessary may be elected by the Board of Directors or appointed by the Executive Committee and need not be directors. Vacancies may be filled or new offices created and filled at a meeting of the Board of Directors. One person may hold any two of said offices (except the same person shall not be both president and vice president, or president and secretary), but no such officer shall execute, acknowledge or verify any instruments in more than one capacity of such instrument is required by law or by the Bylaws or by resolution of the Board of Directors to be executed, acknowledged or verified by any two or more officers.

No officer of the Corporation may serve as an officer of any other amateur sports organization that is recognized as a national governing body for that particular sport.

**Purpose:** The purpose of this amendment is to clarify that an officer to be elected need not be a member of the Board of Directors as of the election at the April meeting as long as the officer is a member of the Board of Directors as of May 1<sup>st</sup> following April's meeting. This permits greater flexibility in voting on a slate of officers which may include an individual who is not currently a director. If this individual is elected as an officer, then this individual either needs to become a director from the State or Regional Association or become a Board elected director, which election can take place after the individual has been elected an officer but prior to the commencement of the officer's term of office on May 1<sup>st</sup>.

**Other Proposed Amendments:**

**Section 12.4 HEARING; DUE PROCESS.**

(a) Date of Hearing. Any hearing held in connection with an Administrative Grievance shall be held within sixty (60) days after the date of submission to the ~~Executive Director~~ **Chief Operating Officer** of the request for appeal and hearing. The party filing the request for appeal, shall be notified by the Grievance Review Panel of the time and place of the hearing. In the event of an emergency situation, the time period for the hearing may be shortened by the Grievance Review Panel in order to expedite a hearing as much as practical to resolve a matter relating to a deadline involved in the dispute or a scheduled competition.

**Section 13.4 HEARING; DUE PROCESS.**

(a) Date of Hearing. Any hearing held in connection with a Right to Compete Complaint shall be held within sixty (60) days after the date of filing of the complaint with the ~~Executive Director~~ **Chief Operating Officer**. The party filing the complaint, shall be notified by the Board of Review of the time and place of the hearing. In the event of an emergency situation, the time period for the hearing may be shortened by the Board of Review in order to expedite a hearing as much as practical to resolve a matter relating to a deadline involved in the dispute or a scheduled competition.

**PURPOSE:** These proposed amendments are in continuation of the housekeeping of substituting the term "Chief Operating Officer" for Executive Director wherever it appears in the By-Laws.

## **APPENDIX I: Communications Manager Report**

*Prepared by Terry Kolesar (April 2007)*

Below is an overview of my major projects/assignments for the 2006-07 curling season:

### **Toby Keith**

Looking back at the past season, my biggest accomplishment came in October when I arranged for country singer Toby Keith, his agent and two other members of Keith's crew to have a training session with Bev Schroeder at the Green Bay Curling Club while they were in Green Bay for a concert. I had been nurturing this relationship since the 2006 Olympic Games and had been patiently waiting for an opportunity to introduce them further to the sport of curling. Since that meeting, I have been in contact with his agent, Curt Motley, in working on future projects. This was the second training session for the group who call themselves the Redneck Curlers. They arrived at the club with all their own equipment – shoes, brooms, etc. and were ready to curl. They stayed at the club long enough for instruction and an eight-end game. If they hadn't had a concert that night I think they would have curled for hours more. Although I have not confirmed any future training sessions or other projects I've proposed, Mr. Motley has been courteous and encouraging with our ideas. The USCA office received a personalized and autographed acoustic guitar from Toby Keith for Christmas. The USCA staff also enjoyed free tickets to the concert in Green Bay that evening.

### **U.S. Curling News**

#### **Advertising**

For the first time in three seasons, ad sales for the U.S. Curling News dipped. This is in part due to the shortened number of issues but I think mostly because it is following an Olympic year. The total costs associated with producing the *U.S. Curling News* are marginally higher than last year due to an increased readership and two postage increases. I intend to continue to work with Waupaca Publishing in nearby Waupaca, Wis., in the upcoming season for printing needs.

#### **Content**

Now in his semi-retirement, David Garber has been able to devote more time to writing and agreed to pen a column about the happenings at clubs around the U.S. in addition to his book reviews and has been named Contributing Editor after turning the Managing Editor role over to me. The *U.S. Curling News* continues to include feature stories on the every-day curler as well as our elite athletes and championship events. Rick and I continue to write most of the content for the Curling News and little changes were made this season. It may be time again to do a reader's survey to hear what improvements can be made.

### **USCA Web site**

The USA Curling website has been redesigned with the help of CurlingZone. We had hoped to launch the new design in January but due to illness with the two-person staff from CurlingZone, that goal was not met. As we meet for the Spring Board Meeting this month, the new website will already have been introduced (I hope). The new design allows for easier updating and also better organizes the USCA's substantial amount of information currently available. The new site brings you to a central homepage where the user has three sites to choose from – usacurl.org, goodcurling.net or curlingrocks.net. Although the site will be set apart into three distinctive areas – championship events (curlingrocks.net), inside the USCA (usacurl.org) and curling basics (goodcurling.net) – the landing page (usacurl.org) will direct the user into the area they are interested in. This has been a project that Rick (mostly) and I have worked on for three years.

### **Media Guide & Directory**

The 2006-07 Media Guide & Directory was published in mid-September with ad sales totaling \$1,600 (similar to the prior season's total). In addition, to assist with reducing overhead costs, copies of the Media Guide were burned to a mini CD and distributed to media in this form for the first time. This helped reduce the cost of copies printed. The majority of the feedback received was positive and I plan to do go this route again this season. In addition, my annual media mailing was sent out via CD this year to reduce the cost of photocopying the content.

### **Electronic Newsletters**

Currently Stone Soup, the USCA's monthly e-newsletter, is distributed to around 2,200 of our members and Fan Club members. Anyone who visits the USCA website has the option to sign up manually. Members of the USCA Fan Club also receive Stone Soup as part of the membership fee. A sidekick to Stone Soup is the "Around the Arena" e-newsletter which focuses on assisting arena curling clubs with maintaining good ice, a strong membership and more. The content for the newsletter is provided by Sandra McMakin, chairwoman of the Arena Curling Committee. So far we have sent out two issues – January and March. The distribution list at this point is small and consists mostly of arena club presidents and key USCA staff/Board of Director members. If you are interested in receiving this publication, please email me at [terryk@curlingrocks.net](mailto:terryk@curlingrocks.net).

### **Media liaison work**

This was my first full season working as the USCA's main media contact and press officer at championship events. My best experience this season was working as a staff member of the U.S. Olympic Committee at the 2007 World University Games in Torino, Italy. I worked as the press officer for the sport of curling as well as the assistant editor of the daily newspaper sent to the U.S. delegation. This experience was invaluable as I look ahead to the 2010 Olympics in Vancouver. As a member of the USOC's media team, we experimented with alternative media outlets including athlete blogs, video and audio downloads as well as new ways to create photo galleries. The USOC used this event as a springboard for gathering new ideas for the 2008 and 2010 Olympic Games. The U.S. curling team reacted very positively to these new ideas and was very helpful with assisting the USOC reach its goals.

I also served as the USCA's press officer at the 2007 U.S. Nationals, 2007 Men's Worlds, 2007 Junior Worlds and the Continental Cup of Curling. In addition, I assisted Rick with the set-up and content of the Korbel Elite Curling Challenge for NBC last fall. I provided off-site support (web scoring, team email, press releases, etc.) to all the other events with the exception of the 2007 Women's Worlds where Rick served as the USCA's media contact. This made for a very busy January-April for me with a lot of weekends dedicated to curling. Late in the season I began creating active online media kits for each event which helped the media have easy access to all the information they needed in one file. I plan to continue this in the future.

### **Moving Forward**

This season we decided as team that staff members would create personal five-year plans to help us stay better organized and focused. These plans are ever-changing as I update mine monthly as new ideas come up or goals are met. After four years with the USCA, I finally joined the Stevens Point Curling Club last fall. I tricked Bev Schroeder into letting me be her lead. I'm sure she regrets that now but I will continue to bribe her with beer as she is a great teacher of the game. As another season comes to a close, I hope that Rick continues to challenge me and assist with my growth as USA Curling's communication manager.

## **APPENDIX J: ADAPTIVE CURLING PROGRAM**

### **2006-2007 Year in Review**

#### **Introduction**

The 2006-2007 season proved to be very successful for the National Adaptive Curling Program. The appointment of Steve Brown as National Team Development Coach provided world-class strategy and skill development for the National Team as well as aspiring athletes. Additionally, the appointment of Marc DePerno as chair of the wheelchair curling committee and Sheila Longie as chair of the deaf curling committee has resulted in the development of a long-term strategy for recruitment and competitive success for adaptive curling participants.

#### **Competition Results**

The U.S. National Wheelchair curling team prepared for the World Championships by competing in the *2<sup>nd</sup> Annual Cathy Kerr Memorial Bonspiel*, held in Ottawa. Team USA won all three head-to-head games versus Team Toronto, Team Ottawa and Team Bradford, in route to a 1<sup>st</sup> place finish. Team USA also participated in the *1<sup>st</sup> Annual Can-Am Wheelchair Bonspiel*, held in Utica, N.Y. Once again, Team USA swept all three head-to-head games versus Team Toronto, Team Bradford and Team Utica, claiming their 2<sup>nd</sup> title of the curling season.

At the 2007 World Wheelchair Championships, Team USA placed fifth, narrowly missing the semifinals after a 5-4 tiebreaker loss. Team USA defeated silver medalist Switzerland and bronze medalist Scotland in the round robin. Additionally, Team USA member Augusto Perez was the recipient of the Sportsmanship Award. As a result of this performance, USA qualified for the 2008 World Championships in Sursee, Switzerland. Additionally, USA accumulated 5.5 critical Paralympic points toward qualifying for the 2010 Paralympic Winter Games.

At the 2007 Deaflympics, both the U.S. men's and women's teams won silver medals. This is a tremendous accomplishment considering the teams were introduced to the sport less than one year ago.

#### **Outreach and Development**

To better address the critical process associated with recruiting new curlers and developing an athlete pipeline, the USCA proposes establishing a Director of Outreach and Development. This position is warranted based on the significant amount of time needed to communicate with local, regional and national adapted sporting programs, medical rehabilitation centers that have sports outreach programs (such as Sitrin in Utica, N.Y.) and disabled veterans associations, as well as establishing promotional efforts through the USCA's 140+ curling clubs and conducting clinics at national adapted sporting competitions to foster growth in the sport.

Additionally, grant research and writing as well as corporate sponsorship solicitation will ensure financial stability and eventually greater self-sufficiency within the program. The collaborative efforts between the National Team Development Coach and Director of Outreach and Development will allow for a highly successful program. Currently, the Chair of the

National Wheelchair Curling Committee has been actively pursuing these areas as his experience as an occupational therapist and director of the Sitrin Medical Rehabilitation Center's adapted sport program has allowed for successful intervention in these areas.

Preliminary communication with USCA member curling facilities has revealed nine existing curling clubs interested in developing a wheelchair curling program. They include Cape Cod, Mass.; Darien, Conn.; Potomac, Maryland; Duluth and Fargo, Minn.; Milwaukee, Wis. (Petit National Ice Center); Raleigh, N.C.; Denver, Colo. and Portland, Ore. Utica, N.Y. and Belfast, Maine currently have existing adaptive curling programs.

Additionally, research of national adaptive sport and outreach programs as well as universities with adapted sport programs has revealed the following potential partners: Disabled Sports USA, Wheelchair Sports USA, Blaze Sports, IceReach, Paralympic Academy, University of Wisconsin-Whitewater, University of Illinois-Urbana /Champaign, University of Texas-Arlington and the University of Arizona.

Inquiries are also being conducted to determine medical rehabilitation centers with adapted sport outreach programs that have close proximity to curling facilities, as well as other local and regional sport programs with potential interest in wheelchair curling. We also believe having a presence at national disabled sport competitions, conferences and workshops would prove to be a vital tool for the recruitment process, such as the National Disability Sports Conference, U.S. Veterans National Wheelchair Championships and Annual Disabled Veterans Winter Sports Clinic.

Our plan to recruit athletes and promote communication with these various outlets will include the development and distribution of wheelchair curling pamphlets and surveys to curling facilities, national adaptive sport programs, disabled veterans programs and medical rehabilitation centers with adapted sport outreach programs. Additionally, we will educate our target audience via submission of wheelchair curling stories to adapted sport and healthcare-related periodicals and websites such as Sports 'N Spokes, Spokes 'n Motion, Palaestra, Ability and Active Living.

Upon determining which cities exhibit the most interest in wheelchair curling, the locations for establishment of additional Centers of Excellence will be decided. Considering the amount of time that is necessary to effectively determine these areas, the goal would be to develop two Centers of Excellence in addition to the already-established program in Utica, N.Y. by March, 2008.

## **Outlook**

The future of U.S. adaptive curling is certainly "golden" as the National Wheelchair team sets its sights on medaling at the 2008 World Championships and securing additional Paralympic qualifying points for the 2010 Games. Additionally, the National Deaf team is targeting a medal at the first Deaf World Championship to be held in 2009 in Canada as well as preparing for the 2011 Deaflympics being held in High Tatras, Slovakia.

We look forward to the upcoming season as we are confident that our programmatic strategy and execution is conducive for success on the highest level.

On behalf of the members of the Adaptive Curling Committee and the curlers themselves,  
I thank you for your support of these programs.

Respectfully submitted,

Marc DePerno  
Chair, U.S. Wheelchair Curling Committee