



2010-11

USA Curling Annual Report



Mission Statement:
**As the National
Governing Body for the
sport of curling, the
USCA strives to grow the
sport and win medals in
world championships
and Olympic Games.**





Letter to our members

It has been a pleasure serving as President of USA Curling this past year. The 2010-11 curling season was an exciting time and I am proud of our accomplishments. As a result of the Vancouver Olympics, the USCA saw an unprecedented growth in membership this year. USCA now has over 16,000 curling members, a 16% increase in one year. The USCA is experiencing phenomenal growth in non-traditional locations; we are currently curling in 41 states and about half of our clubs now curl in arenas.

In March the USCA hired Derek Brown as our High Performance Director. Derek comes from Scotland with a wealth of experience in the High Performance environment. He is tasked with developing a program to put U.S. teams on the podium in future World Championships and Olympics.

Over the past 20 years the scope of the USCA has expanded considerably. Our current governance structure does not meet the financial and competitive demands of the 21st century. This past year the board has embarked on a process to reorganize the governance of our organization. The ultimate goal is to create a board of directors whose primary function is policy making and fund raising; a staff to run the day-to-day operations, and an Assembly of volunteers to support the staff where needed. The process is ongoing, with an expected completion next year.

Our financial position is good and for the second year in a row we have shown a small surplus. We broadened our efforts last year to obtain revenue streams outside of curling, which has met with modest success. Obtaining additional revenues will continue to be

a priority for the board and is the key to our long-term financial health.

I had an opportunity to see many of our championships this year. I was impressed with the quality of curling, how well the events were run and the dedication of hundreds of volunteers that made it all possible.

Good Curling,

Christopher Sjue

President

United States Curling Association



2011 world senior silver medalists





Message from the Chief Operating Officer

A year of transition at the USCA

Thank you for your continued support of the U.S. Curling Association, whether as members, sponsors, or partners in development, media, promotion or business and competitive performance. The 2010-11 season was a year of transition, to an enhanced membership growth and development program as well as to a new direction for high performance programs.

The post-Vancouver Olympics period produced 15 new curling clubs and a 16% increase in overall membership, which you can read more about in the Member Services report. Meanwhile, with significant support from the U.S. Olympic Committee (USOC), a thorough internal and external review of the USCA's high performance programs resulted in a new direction and a re-focused commitment to attain long-term competitive success.

The USCA's mission is to grow the sport and support our members striving to achieve their goals in curling, from becoming the best curler, coach, official or instructor they can be to winning international medals. The USCA's vision is to become a world-class leader in the sport both on and off the ice. As the worldwide curling community grows, the challenges in these areas only increase if the USCA

is to be on the leading edge of growth, development and competitive success.

How will we do this? For starters, in 2010-11 the USCA launched a new Sport Education initiative aimed at supporting the mission at all levels. Sport Education will need to develop and deliver resources supporting the USCA membership at the roots that will also seamlessly feed into further development and ultimately high performance programs.

At the top end, the high performance plan developed in concert with the USOC led to the hiring of Derek Brown as the new Director of High Performance in March 2011. Under Derek's leadership, with support from a High Performance Advisory Group, the program has taken shape with the hiring of additional key support staff, the forming of a National Team Program, and the finalization of the 2014 U.S. Olympic Team Selection Procedures for Curling. More on high performance can be found in Derek's report elsewhere in this document.

The National Office filled a vacancy in the administrative assistant position with the hiring of Christy Hering in July 2010, who quickly meshed with the small but hard-working staff in Stevens Point, Wis.

The USCA will always be grateful and dependent upon the dedicated core of volunteers across the nation who support the sport they love. Your efforts as a volunteer—whether at the club, regional or national level—are very much appreciated, and we want you to take pride in your organization. After all, you are the USCA.

Many volunteers assisted at the National Office during the hectic days in and around the Vancouver Olympics, and the result-

ing growth in membership, media attention and partner support would not have been nearly as great without this assistance.

Other noteworthy happenings in 2010-11 included:

- Launching of a new branding strategy for USA Curling, complete with a new look and logo.
- Renewal of two longtime sponsors—AtomAmpd and Nike—and the signing of three new sponsors – The RAM Restaurant and Brewery, Balance*Plus*, and Brooms Up Curling Supplies. See more about these sponsors below.
- Successful fundraising campaigns, including the Vancouver Team Captain Program, with NFL Pro Bowler Vernon Davis of the San Francisco 49ers joining as an Honorary Team Captain.
- Continuation of the world-class staging of the Men's and Women's National Championships, hosted in 2011 at Scheels Arena in Fargo, N.D.

The one current running through all levels of curling is camaraderie. While the sport and the USCA continue to evolve, it is this constant current that will keep the association grounded and moving in the right direction. On behalf of all of the staff, directors and volunteers, we appreciate your ongoing support and are honored to serve you.



Sponsors & Partners

AtomAmpd (www.atomampd.com, under the Kodiak Technology Group) guided and supported all of the USCA's information technology needs for the 10th year of an annually renewing partnership. This support includes hosting of the USCA web site and online Membership database, planning and maintenance of the USCA's office and out-of-office computer network, and significant on-site technical support services at championship events, including audiocasts.

Nike (www.nike.com) renewed a four-year partnership with the USCA that will carry through 2014. Nike provides the USCA with competitive team outfitting as well as other apparel as needed, plus ancillary benefits through other sponsor relations support.

The RAM Restaurant & Brewery (www.theram.com) became a new USCA sponsor in 2010, donating a percentage of every Taster Curl sold at its 27 restaurants to the organization. Several of the RAM locations have also partnered individually with local curling clubs, enhancing the national partnership, including in Seattle, Boise, Denver, Indianapolis and Chicago.

Brooms UP Curling Supplies (www.broomsupcurling.com) became a new USCA sponsor in 2010, donating a percentage of its gross annual sales to the organization. This Woodbury, Conn.-based supplier also supports the USCA by providing equipment for promotional events and charitable causes.

United Airlines (www.united.com) is the preferred travel partner of USA Curling, as a long-time sponsor of the U.S. Olympic Committee (USOC). United has been "Flying America's Team for 30 Years," and offers discounted domestic and international

fares to the USA Curling athletes, staff, organization/club members and their families attending USOC recognized events and other official team business.

Hilton Worldwide (www.hilton.com) is the preferred hotel partner/supplier of USA Curling. Whether booking for curling events, business or vacation travel, all USA Curling members can receive 15% off the best available rates at any of the 3,600 hotels within the Hilton Worldwide portfolio of brands when making their reservations through the HHonors USA Curling portal at www.usacurl.org (or by going directly to www.HHonors.com/teamusastays). By utilizing this benefit, USA Curling's members can save on their own travel expenses as well as support their sport, because Hilton Worldwide donates a portion of each booking to USA Curling.

Sitrin Health Care (www.sitrin.com), located in New Hartford, N.Y., has been supporting the USA Curling wheelchair program directly and indirectly for many years, including the National Team and those athletes representing USA at World Championships and Paralympic Games. Sitrin's STARS program – Success Through Adaptive Recreation and Sports – is an innovative adaptive sports program that provides individuals with physical disabilities opportunities to engage in a variety of sports on a recreational or competitive basis.

BalancePlus (www.balanceplus.com) is about more than curling shoes, brooms and related equipment. The ingenuity of founder Lino Di Iorio has led to great advancements in not only curling equipment but also curling



performance. BalancePlus provided equipment and expertise to USA Curling National Team Program in 2011-12, and we look forward to a long and fruitful partnership.



Treasurer's Report

This report of USA Curling's finances is designed to provide you with an overview of the organization's revenue and expenditures for the most recently completed fiscal year ended June 30, 2011*.

Fiscal Year 2011 Financial Highlights:

- The USCA achieved positive revenue over expenses and provided well balanced support for both Growth & Development activity and Competitive Programs.
- Dues revenue increased through the continued growth in the number of curling clubs and curlers across the United States. During the year, new and existing curling clubs successfully grew memberships by leveraging the Olympic media exposure, resulting in stronger clubs, stronger state/regional associations and expanded

USCA financial resources to support programs.

- Dues from individual curlers were \$436K, which represented 34% of the USCA's combined revenue sources. Dues revenue partially funded the organization's Growth & Development activity (\$429K) and Management & Operations expenses (\$220K).
- Fiscal Year 2011 was a transition year for Competitive Programs and USOC direct support was reduced to \$485K, which included \$363K for competitive programs plus \$92K in licensing and other types of funding (note: an increase in USOC funding has been achieved for Fiscal Year 2012 to support the implementation of the organization's new High Performance Plan).
- Competitive Programs expenses of \$584K were more than fully funded

through the direct USOC support (\$485K), competition Entry Fees (\$94K), and Sponsorships (\$131K).

Overall, the USCA remains in sound financial condition with a positive outlook for the organization and curling in the United States.

* Financial results are preliminary pending final audit



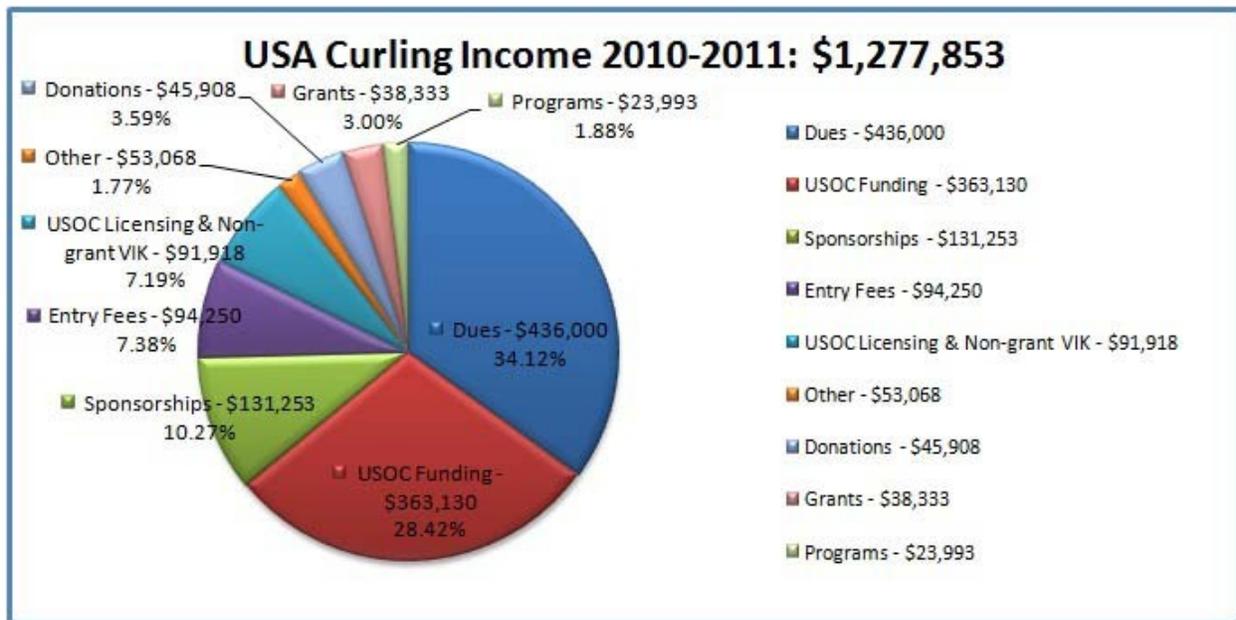
Sean Silver, Treasurer, USA Curling



2011 U.S. junior women's champions



Income



INCOME [unrestricted and temporarily restricted income]

USOC Funding

- USOC and Paralympic grants, including United Airlines Value-In-Kind (VIK); USOC International Relations Grant
- Grants to support outreach to military veterans for participation in Wheelchair Curling

Dues

- Dues paid by USCA members

Sponsorships

- Cash and VIK sponsor contributions from
- Brooms Up Curling Supplies
- Hilton Worldwide NGB Program
- Kitinski Sound Corporation
- Kodiak Technologies
- Nike (competitive apparel)

Grants

- RAM Restaurant & Brewery
- Chicago Community Trust
- Sitrin Medical Rehabilitation Center (Wheelchair Curling support)
- World Curling Federation Development Assistance (DAP) Grant

Entry Fees

- Playdown entry fees and Field of Play fees
- USOC Licensing & Non-grant United VIK
- 2010-2011 portion of content licensing agreement between USA Curling and the USOC
- United VIK earned when travel is booked through the United Airlines portal on USA Curling's website

Donations

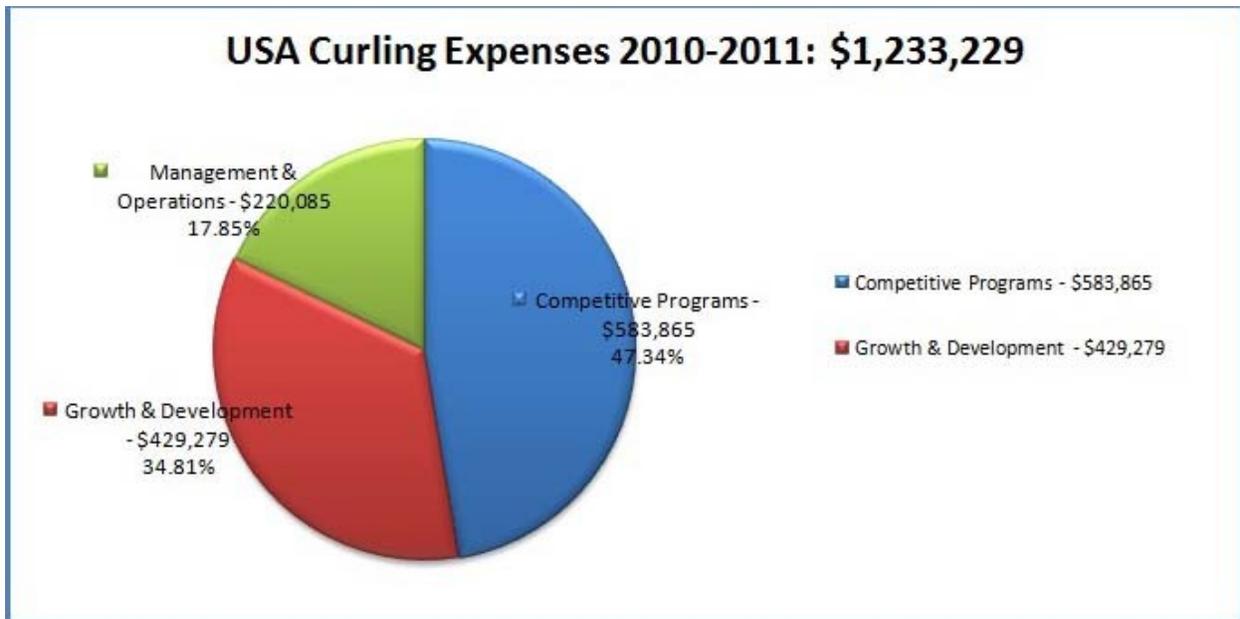
- Chris Moore Legacy Fund donations

- Donations to Curtis Cup and Katie Beck Memorial (Junior awards)
- Donation Pin Program
- Donations made for use of NIKE VIK not related to USOC or USCA-funded projects
- Donations made for use of United VIK not related to USOC-funded projects
- Donations made to support our World and WWUGs teams, and our Junior Programs

Other

- Advertising income - Curling News, website, media guide, media materials
- Bank account interest
- Educational program income
- Merchandise sales and royalties
- An insurance claim [\$30,447]
- Miscellaneous income

Expenses



EXPENSES

Competitive Programs

- Staff salaries and benefits
- Training for and participation in World and events - athlete, coach and staff expenses
- High Performance program [e.g., post-Olympic debriefing, camps and clinics, development of educational and training content and materials, coach development, HP staff, equipment]
- Outreach programs
- Development of coaching-sport education materials
- Town Hall Meetings held to discuss development of a high performance program
- Championship events leading to Worlds - team travel stipends, facility rental, championship stones, sensor handles, officiating, icemaking, awards, scoreboards

- Junior summer camp support
- World team apparel (Nike VIK)
- Continental Cup
- Winter World University Games support

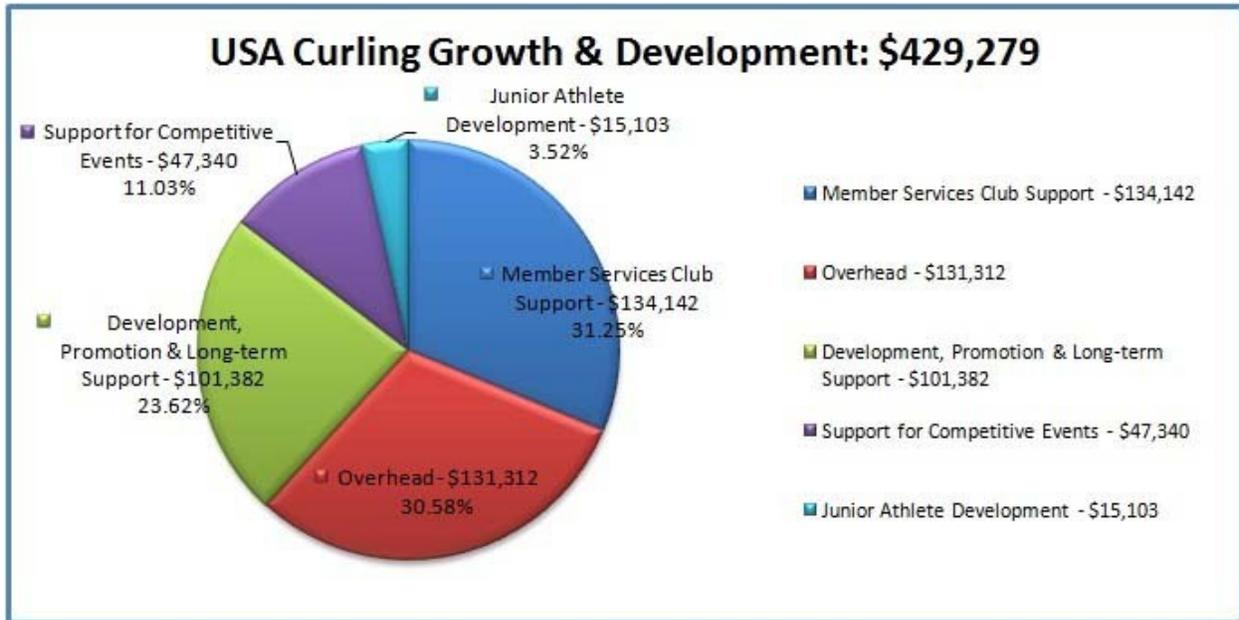
Growth & Development

- See chart on next page
- Staff salaries & benefits
- Employee development - staff seminars and training
- World Curling Federation - annual dues, WCF representative expenses
- Central Office expenses - postage, telephone, photocopies, software and equipment upgrades and maintenance, rent, utilities, staff travel; insurance - director/officer, property
- Bank fees

Management & Operations

- Media Guide/Directory
- USCA Board meetings and conference calls, budget meeting
- Legal fees
- Audit fees
- Website development and server fees
- Property tax
- Office equipment depreciation
- Website redesign amortization
- Leasehold improvements amortization
- Asset write-off
- Bad debt expense
- Board officer teleconference expenses
- Governance Task Force meetings (funded by USOC)

Growth & Development



GROWTH & SUPPORT EXPENSES

Member Services Club Support

- Arena curling and club formation support
- Club insurance program
- Development of and access to educational and training content and materials
- Instructional brochures and videos
- Instructor clinics
- Regional conferences and skills camps
- On-line membership database
- Outreach and development support
- *U.S. Curling News*
- World Curling Federation stone program

Growth & Development Overhead

- Wages and benefits
 - Administrative Support
 - *Curling News* Central Office facilities
- ### Membership Development, Promotion & Long-term Support
- Promotional banners
 - Donation Pin Program
 - Media and public relations
 - Strategic marketing
 - Sponsorship and revenue development
 - Videos
 - Public Service Announcements (PSAs)
 - USA Curling website

Support for Competitive Events

- Club Nationals
- Mixed Nationals
- Awards
- Host Site plaques
- Equipment support
- Icemaking
- Officiating
- Travel stipends

Junior Athlete Development

- College Curling
- Junior Awards
- Junior Merit Program
- Junior Camp support
- Support for Winter World University Games

Growth & Development

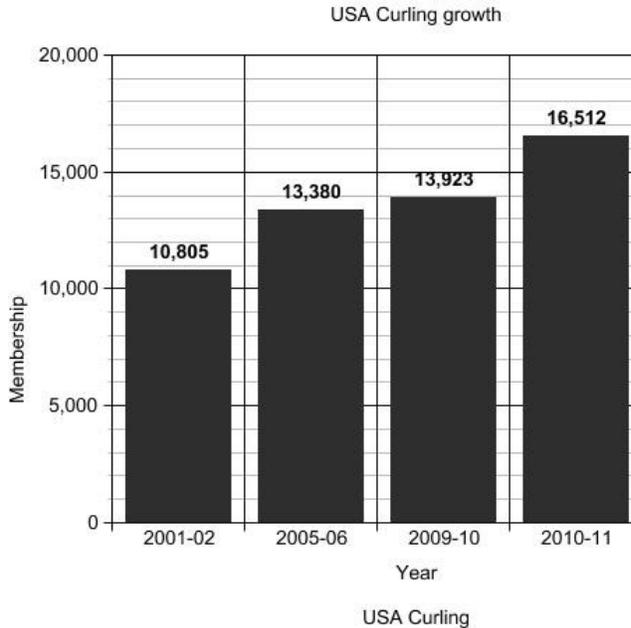
By Jerome Larson,

Vice President of Member Services

In 2010-2011 the USCA continued its strong growth with a 16% membership increase. In addition, the USCA welcomed 15 new arena-based clubs, including Oklahoma City; St. Louis; seven clubs from GNCC - Addison County, Atlanta, Bucks County, Charlotte Center, Coastal Carolina, Palmetto, and Panthers; Curl Troy and Fort Wayne from GLCA; Northwestern (Illinois), and Missoula, Whitefish and Nederland in MOPAC.

To support this growth, the USCA has professionally produced an Open House/Learn to Curl video, and an ice-making video for transforming arena ice to curling ice. They are downloadable on the USCA web.

Youth Curling: The USCA sponsored four youth camps to support the growing number of junior curlers. These regional camps (East – Cape Cod; Midwest – Green Bay, St Paul. and Bismarck) trained 150 junior curlers from across the U.S. The camps were focused on all skill levels, from the beginner to advanced junior athletes.



Additional camps are scheduled for 2012.

Training and Instruction: The USCA conducted 14 Level 1 Instructor Clinics, five Level 2 Instructor Clinics, and 13 Officiating Clinics throughout the United States this year. In addition, the USCA conducted three Skills

Camps with 163 club curlers seeking to improve their curling skills.

College Curling: The college curling bonspiel was conducted in Chicago with 32 teams participating from 20 colleges and universities. In addition to the bonspiel, College Curling is organizing a college league and facilitating the formation of club curling on campuses in the U.S. Currently there are 21 campuses with active college curling clubs. The long-term goal is to sponsor a true collegiate championship.

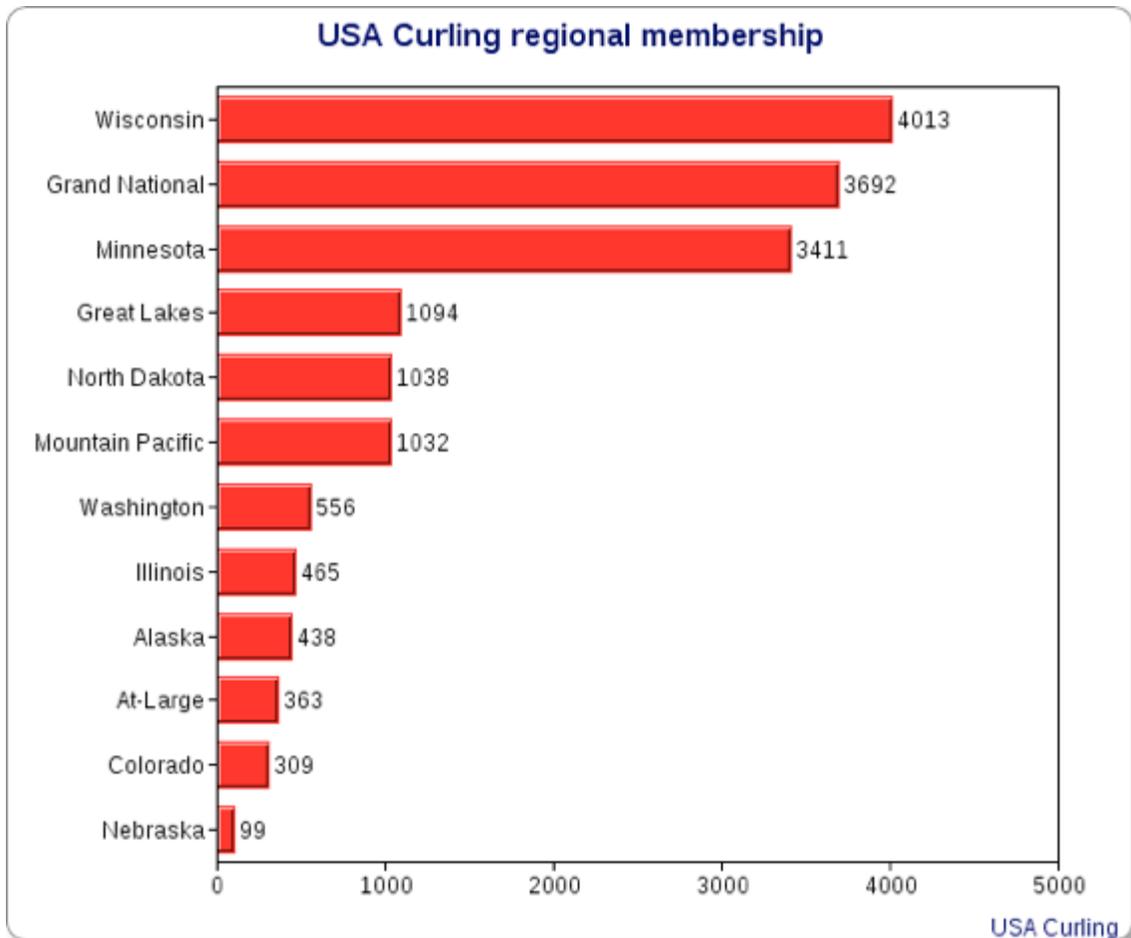


Growth & Development

Curling clubs are now located in 41 of 50 U.S. states. New clubs that formed since 2010 include:

- | | | |
|-------------------------------------|-------------------------------------|-------------------------------------|
| Addison County CC, Middlebury, VT | Atlanta CC, Marietta, GA | Bucks County CC, Warminster, PA |
| Charlotte Centre CC, Charlotte, NC | Coastal Carolina CC, Wilmington, NC | Palmetto CC, Taylors, SC |
| Panthers CC, Coral Springs, FL | South Shore CC, Bridgewater, MA | Cincinnati CC, Cincinnati, OH |
| Curl Troy, Troy, OH | Fort Wayne CC, Fort Wayne, IN | Northwestern University CC, Chicago |
| Klamath Falls CC, Klamath Falls, OR | Missoula CC, Missoula, MT | Orange County CC, Westminster, CA |
| Oklahoma CC, Edmond, OK | St. Louis CC, St. Louis, MO | Lansing CC, Lansing, MI |

**More clubs in the forming stage



High Performance & Sport Education

High Performance Program (HPP) Update, October 2011

Staff

Three coaches were appointed in June 2011 as follows:

- Scott Baird – National Coach, Men
- Phill Drobnick – Project 2018 National Coach, Men
- John Benton – Project 2018 National Coach, Women

These positions are part-time, with the National Coach for Men at 50% time and the Project 2018 coaches serving even more limited-time positions. USCA Director of High Performance Derek Brown will oversee the Women's National Team program closer this season until a National Women's Coach is appointed, by summer of 2012 at the latest. These coaches add to the current members of the High Performance Staff as follows:

- Derek Brown – Director of High Performance
- Scott Higgins – Director of Sport Education
- Brian McWilliams – Athletic Trainer (limited-time consultant)

Athletes

The HPP Advisory Group (overseen by Derek Brown) selected the following teams to be part of the National Program for season 2011-12:

Team Fenson: Pete Fenson, Shawn Rojas, Joe Polo, Ryan Brunt

Team George: Tyler George, Chris Plys, Rich Ruohonen, Anders Brorson

Team Lank: Patti Lank, Nina Spatola,



Caitlin Maroldo, Molly Bonner,
Mackenzie Lank

Team Brown: Erika Brown, Debbie McCormick, Ann Swisshelm, Jessica Schultz

Project 2018 Teams

Team Hamilton: Becca Hamilton, Tara Peterson, Karlie Koenig, Sophie Brorson

Team Solem: Miranda Solem, Mackenzie Lank, Julie Lilla, Chelsea Solem

Team Bahr: Josh Bahr, Chris Bond, Atticus Wallace, John Muller

Team Dropkin: Stephen Dropkin, Korey Dropkin, Thomas Howell, Derek Corbett, Cameron Ross

The HPP staff ran two training camps in Green Bay, Wis., in July/August for the HPP Teams, which included on-ice technical sessions, practice games, delivery analysis and video feedback. Off-ice there were HP Program intro-

ductions, fitness and strategy sessions and anti-doping education. Also held were coach training sessions for National Program and Team Coaches on the use of the new HPP statistical software.



Championships

**By James Pleasants,
VP of Championships**

Participation in our championships continued to be strong last year, with a significant upward spike in Mixed entries and Senior Men's entries. The team registrations, sites, and winning rinks for the championships were as follows:

In 2010-11, in the playdowns leading up to the Men's and Women's National Championships, we made greater use of triple knockout formats and an objective team ranking system, which were well received by the teams. We also qualified some men's and women's teams into the Nationals based on points earned at major bonspiels, both national and international.

In the men's national final, Pete Fenson's team held off the Tyler George rink in an exciting extra-end game. In the women's championship, Patti Lank's team was strong throughout the week, and defeated Allison Pottinger's team in the gold medal game. Competitors and spectators alike were im-

pressed with the playing conditions and the entertainment at Scheels Arena in Fargo, N.D., which provided excellent preparation for world play.

The Senior Men's and Women's National Championships continue to be popular events, with 34 teams competing for the right to represent the United States at the World Senior Championships in 2011. This year the U.S. was privileged to host the World Senior Championships in St. Paul, Minn. The U.S. men's team skipped by Geoff Goodland won the Nationals at Broomstones Curling Club in Boston, and represented USA well by winning the silver medal at the Worlds, losing to Canada in the final. Margie Smith and her team from St. Paul won the Senior Women's National Championship played in Bismarck, N.D. They finished fourth at the World Seniors.

The U.S. had 57 junior teams compete in regional playdowns, with the goal of representing their state or region in the Junior National Championships conducted in Fairbanks, Alaska. Becca Hamilton's Wisconsin rink defeated Minnesota's Miranda Solem, 11-4, to win the junior women's title, and Min-

nesota's Aaron Wald got past Stephen Dropkin's Massachusetts team, 6-3, in the men's championship. Both champions represented the U.S. at the 2011 World Juniors in Scotland.

Brady Clark's team continues to dominate in the National Mixed Championships. His Washington team not only won the Mixed Championship in Midland, Mich., but Brady and his wife, Cristin, also won the Mixed Doubles Championship in Duluth, Minn. They went on to post USA's best finish to date in the Mixed Doubles World Championship in St. Paul, placing seventh.

The Janice Langanke rink from New Jersey and the Seppo Sormunen rink from Minnesota won the 2011 USA Curling Club National Championships at the Mankato Curling Club in Mankato, Minn.

In addition, the Blake Morton rink represented the U.S. at the Winter World University Games, finishing sixth, and Augusto Perez once again led the Americans at the World Wheelchair Championship with a seventh-place showing.



Championships & Awards

U.S. Mixed Doubles Championship

Hosted by the Duluth Curling Club, Duluth, MN

20 teams

Champions: Brady Clark & Cristin Clark, Seattle's Granite Curling Club

U.S. Junior National Championships

Hosted by the Fairbanks Curling Club, Fairbanks, Alaska

Playdown team entries: 35 (men) & 22 (women)

Champions: Becca Hamilton rink of Wisconsin & Aaron Wald rink of Minnesota

U.S. Senior Men's National Championship

Hosted by The Country Club and Broomstones Curling Club in the Boston area

27 teams

Champion: Geoff Goodland rink of Wisconsin/Minnesota

U.S. Senior Women's Championship

Hosted by the Capital Curling Club, Bismarck, ND

7 teams

Champion: Margie Smith rink of Minnesota

World University Games Playdown

Hosted by the Fargo-Moorhead Curling Club, Fargo, ND

4 teams

Champion: Blake Morton rink of Wisconsin

U.S. National Championships

Hosted by Scheels Arena in partnership with the Fargo-Moorhead Curling Club, Fargo, ND

Playdown team entries: 30 (men) & 13 (women)

Champions: Pete Fenson rink of Minnesota & Patti Lank rink of New York

U.S. Mixed National Championship

Hosted by the Midland Curling Club, Midland, MI

Playdown team entries: 50

Champion: Brady Clark rink of Washington

U.S. Club National Championships

Hosted by the Mankato Curling Club, Mankato, MN

Playdown team entries: 57 (men) & 18 (women)

Champions: Seppo Sormunen rink of Minnesota & Janice Langanke rink of New Jersey

U.S. Wheelchair Team Selection Event

Hosted by the Green Bay Curling Club, Green Bay, WI

12 athletes

Champions: Augusto Perez, James Pierce, James Joseph, Jacqui Kapinowski, Penny Greely

Thank you also to the following clubs for hosting qualifying events:

Green Bay Curling Club

Capital Curling Club

Rochester Curling Club

Seattle's Granite Curling Club

Medford Curling Club

Grand Forks Curling Club

Waupaca Curling Club

AWARDS:

Female Athlete of the Year: Patti Lank

Male Athlete of the Year: Pete Fenson

Team of the Year: Geoff Goodland rink

Developmental Coach of the Year:
Sandra McMakin

Bruce Bennett Media Award: Jim Carrington, Bemidji Pioneer Press

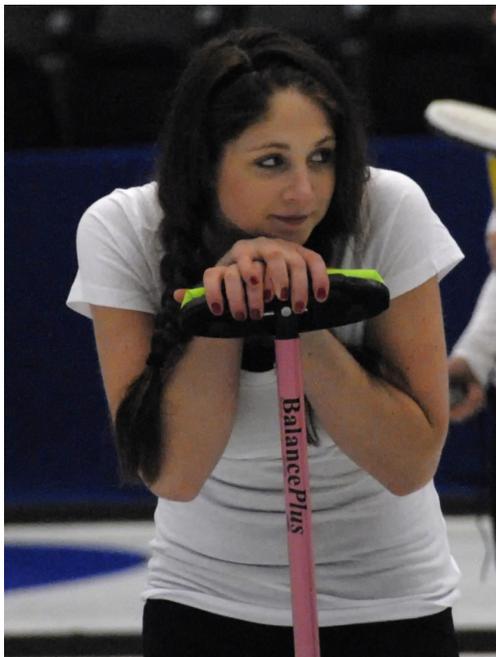


Communication & Social Media

In the past few years, social media has become an important part of how USA Curling communicates news with its membership. The great Olympic TV exposure the sport has experienced in the past decade has enabled fans to catch the curling fever.

USA Curling connects with its fans and membership via several social avenues, including Facebook, Twitter, Four-square and YouTube. The monthly electronic newsletter, *Stone Soup*, also allows news to be spread, especially in between issues of the *U.S. Curling News*, which is published and mailed to the membership five times annually.

Check us out online at www.usacurl.org and you'll find daily updates.



USA Curling's Facebook page grew from 1,500 fans before the 2010 Olympic Winter Games to nearly 19,000 today

USA Curling's Twitter account has 700 followers and growing daily





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