

Resources

Connection



United States Curling Association

MEMBERSHIP

Opportunity

Community



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MEMBERSHIP

Resources

Membership in the United States Curling Association (USCA) opens the door of your club to the larger curling community and provides both tangible and intangible benefits for individual curlers and your organization as a whole. Through development of resources to enhance member recruitment and retention, connecting with current and future curlers through communication and marketing initiatives, and providing opportunities for club curlers and elite athletes to compete in national and international events, the USCA strives to grow the sport.

Connection

As part of this objective, the organization is actively working to develop more programs that directly impact member clubs. The 2011-12 season brought several exciting new initiatives including the Darwin Curtis Grant Program; Volunteer of the Year Award; manual designed to give all curlers access to cutting-edge, world-class curling instruction; new summer camp for junior curlers with competitive aspirations; video designed to introduce members of the public to the sport; and live, high-quality webcasting of the Men's and Women's Nationals. In 2012-13, members should expect to see the introduction of a new training and certification program for coaches, adult curling clinics based on the *Five Elements of Curling Technique*, redesign of the *U.S. Curling News*, an abuse and harassment prevention program, and the inaugural USCA Arena Curling National Championship.

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Feel free to contact the National Office at (888) CURLERS (287-5377) or through e-mail (info@usacurl.org) with questions on any of the programs discussed throughout this brochure.

Community



United States Curling Association MEMBERSHIP

Resources

Connection

Opportunity

Community



USA Curling Five Elements
of Technique Camp (2012)



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MEMBERSHIP

Resources

As a component of its mission to grow the sport of curling, the USCA offers various programs directed toward strengthening member clubs and enhancing the member experience. In addition to the current programs and resources detailed in this section, efforts to increase resources available to member clubs are ongoing.

Certification and Training Courses: USA Curling offers continuing education programs geared toward increasing the level of curling knowledge throughout the country. These programs are led by experienced individuals from throughout the United States.

Connection

- **Coaching:** *NEW!* A revised coaching certification and training program will debut in the 2012-13 season. With pathways available for members who are interested in working with youth, junior, and/or adult athletes, the program is designed to increase the expertise of coaches at all levels.

Opportunity

- **Ice Making:** *COMING SOON!* Making good ice is both an art and a science. USCA ice making courses are designed to provide ice technicians with the basic technical and problem-solving skills that they need to create the best ice possible in their facilities.

- **Instructing:** *COMING SOON!* The instructor program helps train club members to teach others to curl. This is particularly important as the curling community gears up for open houses and learn-to-curl training sessions following the 2014 Olympics. An enhanced instructor training program is set to debut during the 2013-14 season.

Community

- **Officiating:** In addition to gaining a better understanding of the rules of the game, officiating courses train individuals to work as timers and on-ice officials at regional and national events. Several individuals have even continued on to work as officials at world championships and the Olympic games.



United States Curling Association

MEMBERSHIP

Resources

Online Registration: *NEW!* Members can now register for all USCA programs and events in one place. Due to the positive response from playdown registrants, [SportsSignup](#) was made available for all certification courses. The system allows USA Curling staff to respond to registrants in a timely manner and provide better customer service throughout the process.

Technical Manual: The Five Elements of Curling Technique® manual is the first in what is expected to be a growing library of resources developed by the USCA in conjunction with U.S. and international coaches and athletes. The manual is designed to bring world-class curling knowledge and expertise to the curling community by providing curlers with a technical framework to improve fundamental skills and delivery details necessary to execute a “perfect shot.” The manual can be ordered on the [USA Curling website](#).

Adult Curling Technique Clinics: *NEW!* In the fall of 2012, USA Curling introduced the Five Elements of Curling Technique® Clinic as part of our Sport Education program efforts. These clinics are geared toward experienced curlers of all levels who want to improve their shot-making abilities. Olympians, Team USA athletes, and/or international caliber coaches work with curlers to apply the details of each element to enhance individual delivery techniques.

Junior Curling Camps: *NEW!* During the summer of 2012, USA Curling conducted a pilot elite junior camp using the Five Elements of Curling Technique® manual as a foundation. Look for more of these elite junior camps in the summer of 2013, as well as the continuation of the popular junior camps hosted in Pennsylvania, North Dakota, Washington, and Wisconsin.

Safety Initiatives: *NEW!* In a continuing effort to promote abuse-free environments for curlers, USA Curling will be introducing the *USA Curling SafeSport Handbook* and online abuse prevention training during the 2012-13 season for coaches and other key individuals. The USCA has also partnered with the [National Center for Safety Initiatives \(NCSI\)](#) to offer member clubs access to comprehensive background screening programs at significantly reduced pricing.

Connection

Opportunity

Community



United States Curling Association

MEMBERSHIP

Resources

Liability Insurance: USA Curling's club insurance program provides access to liability insurance and medical accident coverage with reasonable premiums and broader coverage than is typically available from local agencies.

Darwin Curtis Grant Program: *NEW!* The USCA was selected to administer the Darwin Curtis Fund Grant Program on behalf of The Chicago Community Trust in 2012. The Darwin Curtis Fund was established to "support and encourage participation by the general public in the sport of curling." It is anticipated that another \$20,000 will be available to clubs and/or other 501(c)(3) nonprofit organizations during 2013 through a competitive application process.

Connection

Awards and Honors: *NEW!* In 2012, the Volunteer of the Year Award was established to provide recognition for the work that curlers throughout the nation do to advance curling on the club level. The organization also recognizes excellence through the USCA Hall of Fame and by honoring the Coach, Developmental Coach, Athlete, and Team of the Year.

Opportunity

Brochures and Videos: Educational brochures, which are updated annually, and videos are developed to enhance club recruitment and retention efforts in member clubs. The six-minute [Dare to Curl video](#), which is designed to give new curlers a broad overview of the sport, is a great way to introduce people attending open houses, learn-to-curl classes, or corporate events to the sport. The [USA Curling and Learn to Curl brochures](#) are available in hard copy from the national office and online.

Community

On-Demand Membership Materials: *NEW!* Brochures, club posters, directories, and in-ice logos are all available to member clubs for FREE at the click of a button. Club presidents or their designees can request these items as needed anytime of the year by accessing the [USCA Membership Materials Request Form](#).



United States Curling Association

MEMBERSHIP

Resources

Stone Purchase Program: The USCA offers all current member clubs and new emerging clubs the opportunity to purchase stones at cost through a program made possible by the World Curling Federation. To increase the affordability of quality new and refurbished stones, payments are made to the USCA over a five-year period.

Team Fan Shop: USA Curling apparel and other merchandise is available through Team Fan Shop. Look for the online store on the [USA Curling website](#).

National Partnerships: Benefits from partnerships with sponsors of USA Curling have both direct and indirect impact on our member clubs. Examples include the following:

- **Hilton Hotels:** Whether booking for curling events, business, or vacation travel, all USCA members can receive up to 15% of the best available rates at any of the 3,600 hotels within the Hilton Worldwide family of hotels (e.g., Hilton, DoubleTree, Embassy Suites, Hilton Garden Inn, and others). Book directly through the [HHonors USA Curling](#) page to receive the discount.
- **United Airlines:** United Airlines is the preferred travel partner of USA Curling. The carrier offers discounted domestic and international airfare to athletes, officials, and guests attending designated USCA events. To determine whether an event qualifies, contact the USA Curling national office.
- **Ram Restaurants & Brewery:** In addition to donating significant dollars annually from its [“Taster Curl”](#) sales, many of its establishments have created local partnerships with nearby member clubs.

National Office: USA Curling staff is available to answer questions and provide assistance to current members, future curlers, and emerging clubs. Contact the office toll free at (888) CURLERS (287-5377) or through e-mail (info@usacurl.org) with questions or requests on anything from signing up for a class to starting a curling club. We are here to help you!

Connection

Opportunity

Community



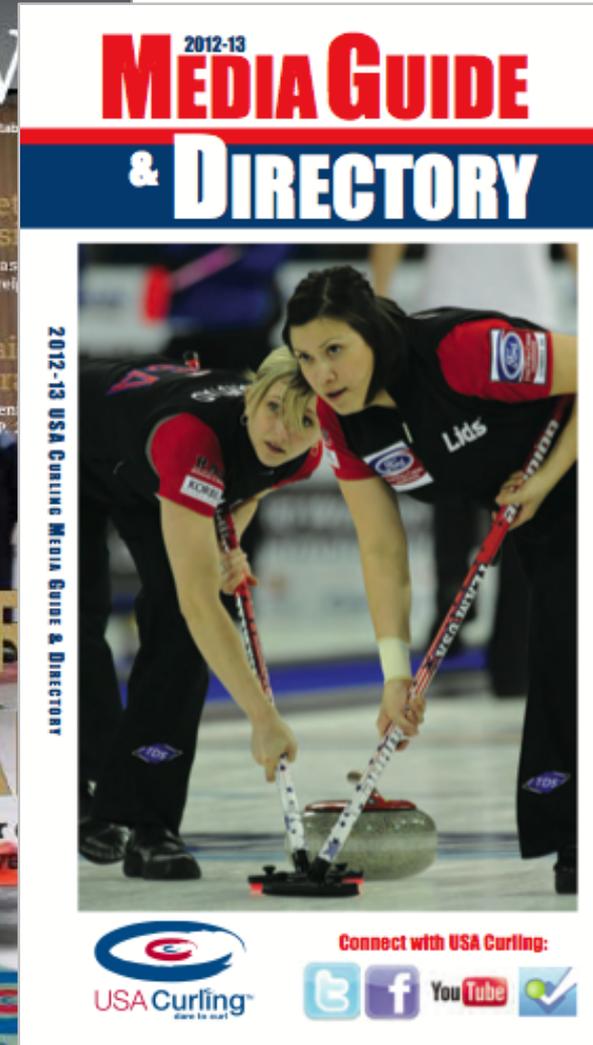
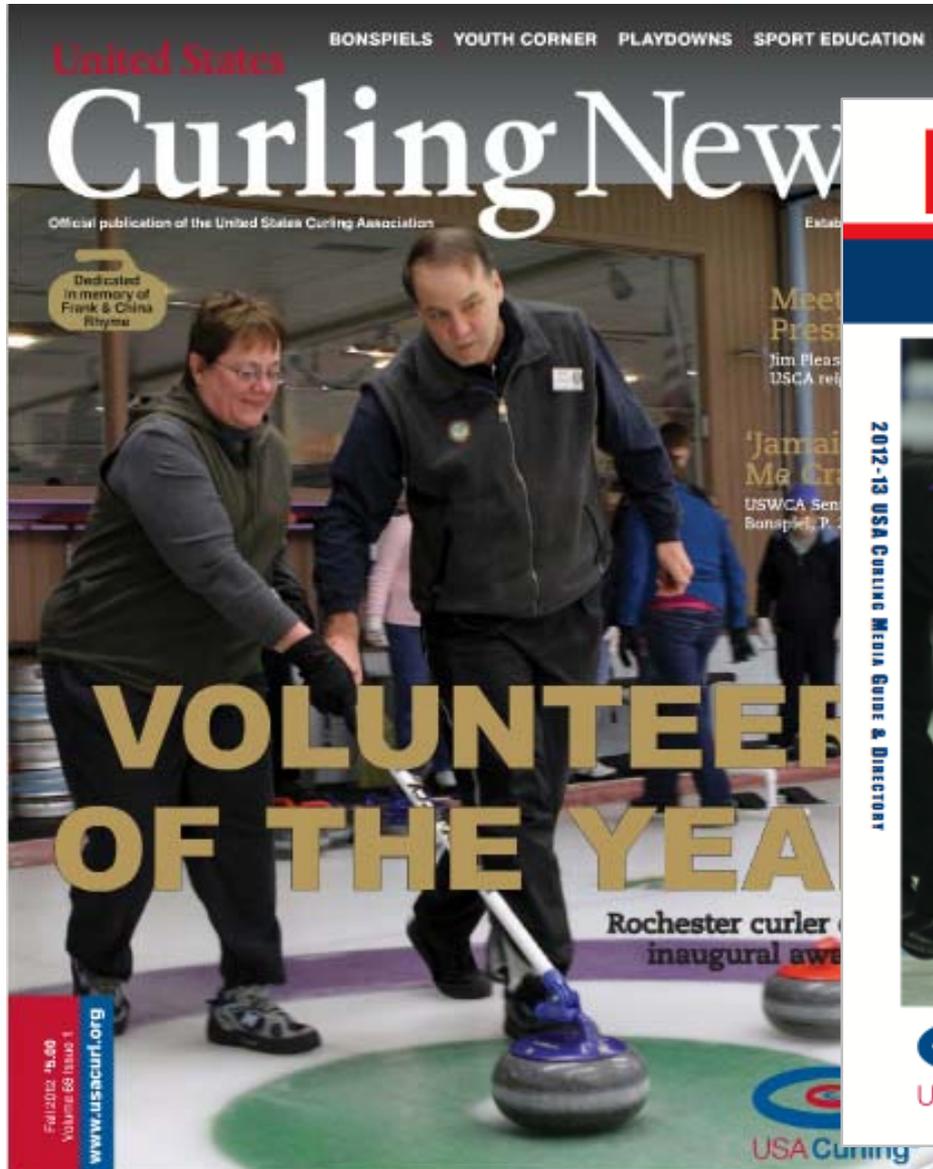
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Resources

Connection

Opportunity

Community





United States Curling Association

MEMBERSHIP

Resources

The USCA connects current members with the latest news and information about the sport and connects future curlers with our member clubs. Ongoing marketing initiatives and special events are also designed to bring curling to the attention of the general public. Examples of these efforts include:

Connection

Website: *UPDATE COMING IN 2013!* The USA Curling website provides you with information on USCA events and policies, club bonspiels, open house listings, and educational clinics. Members of the public looking to locate a club in their area can access the [“Find a U.S. Club”](#) link. The club locator has received nearly 10,000 hits in the past year. USA Curling staff personally contact anyone who requests additional information on the sport in an effort to connect them with local clubs.

Opportunity

Magazine: The [U.S. Curling News](#), established in 1945, received a facelift for the 2012-13 season. The publication was redesigned as a full-color print and online magazine. Published quarterly, with two additional summer bonus online editions, the magazine highlights developments in the curling world and features articles on how to improve your game. It also provides you with an outlet to share your club’s successes. The *U.S. Curling News* is now available to members on apps designed for the iPhone, iPad, Android, and Kindle Fire.

Community

Newsletter: Produced twice monthly, the *Stone Soup* electronic newsletter is emailed to all members with e-mail addresses on file. It provides you with updates on training courses, new programs, and event standings.

Directory: Designed to facilitate contact among member clubs, the [2012-13 Media Guide & Directory](#) is useful for advertising bonspiels and club events. In addition to print copies available through the On-Demand Membership Materials service, all curlers can access the directory online.



United States Curling Association

MEMBERSHIP

Resources

Social Media: Check out USA Curling’s popular Facebook and Twitter sites to connect with fellow curlers and get up-to-the minute announcements, as well as fun facts about the sport.

Mainstream Media: The USCA also works to bring the sport to the attention of the public through mainstream media outlets around the country. In addition to information regularly distributed through a national press release service, USA Curling staff works on-site with local and national reporters at major events to publicize the sport. According to the Philadelphia Sports Congress, the 2012 Men’s and Women’s Nationals “generated more than 62 articles and broadcasts from more than 29 different media outlets, resulting in a potential viewership of more than 134,156,000 and an earned media value of more than \$1.2 million.”

Olympic Coverage: Olympic coverage has boosted visibility of curling in the United States and increased membership in clubs around the country. Preparation for this broadcast begins years in advance with staff from USA Curling working with the host broadcaster, United States Olympic Committee, World Curling Federation, and countless local, national, and international press in print, digital, and broadcast mediums. In addition to coverage of Olympic curling, the NBC Sports Network has plans to cover the 2014 Olympic Team Trials for Curling.

Webcasting: The USCA partnered with the 12th End Sports Network in 2012 to bring high quality webcasts of the Men’s and Women’s National Championships to our members and followers. In addition, live scoring of all championships helps curlers cheer on fellow club members and friends involved in these events.

Special Events: Through building relationships on behalf of the sport, the USCA works to organize special events and capitalize on opportunities to bring curling to the attention of the general public. Past examples of such events include curling on the Rink at Rockefeller Center for NBC’s *Today* show and bringing “street curling” to the 2012 Super Bowl Village in Indianapolis.

Connection

Opportunity

Community



United States Curling Association MEMBERSHIP

Resources

Connection

Opportunity

Community



USCA Club National Champions (2012)



United States Curling Association

MEMBERSHIP

Resources

Membership in the USCA provides opportunities for both club and elite curlers to challenge themselves in the sport and connect with other curlers from around the country and the world.

Championships: Most championships are designed to give club curlers the opportunity to compete. In addition to Club Nationals, Mixed Nationals, and Junior Nationals, which encourage participation from curlers in all areas of the nation through a region-based fill policy, competitions such as Men's and Women's Senior Nationals, Mixed Doubles, and Wheelchair Team Tryouts are sign-up and go events. The USCA also sponsors opportunities such as the USCA Scotland Tour, which exposes club curlers to international competition and camaraderie.

- **NEW!** In the summer of 2013, the USCA will host the first USA Curling Arena National Championship. Since the USCA recognizes the challenges arena club members face when competing against curlers from dedicated facilities, the Arena Championship is designed to provide a championship experience for this growing population. In addition to challenging competition, this new event will present the opportunity for arena club members to network with each other. A full schedule of events open to members can be found on the [Championship page](#) of the website.

High Performance Program: Through financial backing of the United States Olympic Committee (USOC), the USCA is able to provide financial and programmatic support to elite athletes as part of the High Performance Program (HPP). The HPP is designed to give top American curlers the tools they need to succeed in an increasingly competitive international field. The program also identifies and supports the development of promising young athletes from around the nation through Project 2018.

National Wheelchair Curling Program: In addition to providing top coaching and world-class competitive experiences for elite wheelchair curlers competing at the highest levels, support from the USOC affords the organization the opportunity to sponsor outreach events for veterans and others.

Connection

Opportunity

Community

Resources

Connection

Opportunity

Community

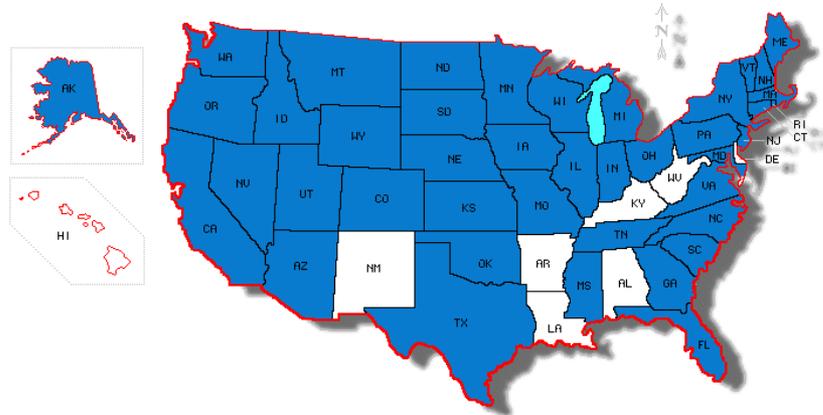
Little Rocker Program at the
San Francisco Bay Area Curling Club (2012)



Resources

Curling is more than just a sport. It is a community.

The curling community consists of thousands of curlers in the United States and hundreds of thousands of curlers worldwide. The game is played in over 40 U.S. states and almost 50 countries. Through membership in the USCA, you and your club become part of this larger group.



Connection

Membership also gives your club a voice in the future of the sport. USCA policy is developed by a volunteer board made up of representatives from around the nation. This board creates policy and determines the direction of the organization. Both board members and non-board member volunteers work with USA Curling staff on various projects, including selection of sites for national events, developing educational programs, and writing articles for national publications. Representatives to the World Curling Federation are also selected from our member organizations. These individuals provide the United States with a voice on the future of the sport as it impacts the worldwide curling community.

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Opportunity

Community