

CANADIAN
CURLING
ASSOCIATION
CANADIENNE
DE CURLING

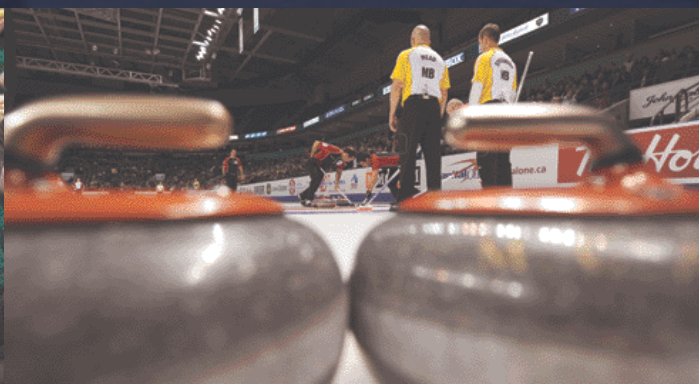


2010 | 11

annual report

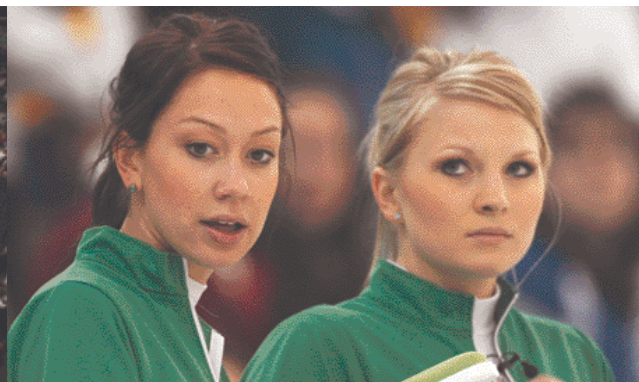
mission

To encourage and facilitate the growth and development of curling in co-operation with our network of affiliates



vision

In the year 2010 and beyond, curling in Canada — from the grassroots to the highest levels of competitive play — will be strong and vibrant. Curling clubs and associations in Canada will offer a wide variety of participation opportunities for all residents of their communities. Opportunities to participate will reflect the changing needs of the cultural mosaic and lifestyles of Canadians, and allow for a healthy cross-section of recreational through competitive play. Furthermore, the management practices of clubs, member associations and the CCA will parallel those of successful businesses by always keeping the best interests of curlers in mind.



message from the chief executive



Building on the success of the 2010

Olympic Winter Games year, the Canadian Curling Association is pleased to have completed a very fruitful 2010-11. The first year of a new quadrennial is often the most difficult to manage and produce results for amateur sport organizations. So the CCA is especially grateful to be in such a favourable position and it is my distinct pleasure to highlight some of the CCA's key elements of this past year.

SEASON OF CHAMPIONS AND OTHER CHAMPIONSHIPS

One of the most significant parts of the CCA's business operations is the Season of Champions. These championship properties are showcased throughout the year in some wonderful venues and communities across the country and are incredibly supported by our tremendous curling fans.

This past year, the 2010-11 Season of Champions began in early December in Medicine Hat, Alberta, with the Canada Cup, followed by the World Financial Group Continental Cup in St. Albert, Alberta; the M&M Meat Shops Canadian Juniors in Calgary; the Scotties Tournament of Hearts in Charlottetown; and the Tim Hortons Brier in London, Ontario. Once again the season ended with the CCA hosting a world championship, the Ford World Men's in Regina.

HIGH PERFORMANCE

Canadian curlers continued their podium excellence in 2010-11. Some new teams represented Canada at the international level, and it was rewarding to cheer on all of our athletes who wore the maple leaf.

With six international podium finishes, including four world championship gold medals, Canada continued its impressive high-performance results. I would like to thank all of our

exceptional athletes who competed in major championships last year. Your passion, commitment and athletic achievements are truly exceptional.

FINANCIAL STABILITY

At the 2011 National Curling Congress, and for the fourth consecutive year, the CCA reported that it finished in the black and with a favourable financial outlook. The surplus for 2010-11 far exceeded the projected budget.

In 2008, the CCA created its first-ever long-term financial reserve fund. During the past couple of years, the CCA has utilized the majority of these financial surpluses to ensure that this reserve fund affords the CCA significant financial stability for the future health of the organization. I would like to sincerely thank the board of governors, senior staff and our stakeholders for the collective efforts to achieve these historic financial results.

With the long-term financial reserve fund now at the established threshold, the board also approved the implementation of the newly created Curling Assistance Program.

CURLING ASSISTANCE PROGRAM

Given its financial success, the CCA allocated a portion of the surplus revenue to provide financial assistance to the membership of the CCA, including its provincial-territorial member associations and affiliated curling facilities.

This funding — known as the Curling Assistance Program — targets projects designed to develop the sport at the community level and/or assist capital projects critical to the operation and health of the CCA's membership.

Last year, more than \$230,000 was funded through CAP and it's exciting to see that at the 2011 National Curling Congress, the CCA board of governors approved another \$300,000 to be available this coming year.



Executive officer

staff

support & services

TELEVISION VIEWERSHIP AND BROADCAST EXCELLENCE

Television coverage of the CCA's curling properties was incredibly strong for the 2010-11 season. Thanks to the CCA's exclusive broadcast partnership with TSN, some 260 hours were broadcast live to our fans.

With the exception of the 2010 Olympic year, this past season saw the largest viewership in the CCA's history. This was highlighted by a 13 per cent increase in average minute audience for the Tim Hortons Brier; the Ford World Men's audience was its highest ever; and a total of more than 12 million people watched the Season of Champions on TSN. For our sponsors, we generated a record number of gross impressions in a non-Olympic year as well. These impressions are where our sponsors derive significant value for their brands in association with our sport.

ROAD TO SOCHI

With the 2010-2014 Business Plan And Organizational Strategy implemented this past year, the CCA has an operational roadmap for excellence for our national governing body.

It is an exciting time for the sport of curling and the extensive exposure and fanfare have elevated curling to iconic levels.

The Canadian Curling Association remains well positioned to build on these results as we work through the current quadrennial on the road to Sochi, Russia.

For further information on our organization, please visit www.curling.ca.

Good curling!

Greg StremLaw
Chief Executive Officer
Canadian Curling Association



Greg StremLaw
Chief executive officer



Rachel Delaney
Co-ordinator, development and championship services



Louise Delorme
Co-ordinator, national athlete services and coaching



Warren Hansen
Director, event operations and media



Danny Lamoureux
Director, championship services and curling club development



Paul Noble
Manager, event administration



Gerry Peckham
Director, high performance



Patricia Ray
Chief operating officer



Karen Ryan
Executive assistant



Brennan Schnell
Co-ordinator, information technology



Glenn van Gulik
Director, information technology



JoAnne Viau
Co-ordinator, financial services



Karen Wan
Manager, event financial services



Paul Webster
National development coach

SEASON OF CHAMPIONS EVENT MANAGEMENT AND MARKETING

Director, event operations and media: Warren Hansen | **Director, championship services and curling club development:** Danny Lamoureux | **Manager, event administration:** Paul Noble | **Co-ordinator, development and championship services:** Rachel Delaney | **Director, national marketing:** David Beesley | **Manager, national marketing:** Catharine Dunlop | **Co-ordinator, sponsorship fulfilment:** Marylou Morris | **Manager, event marketing:** Rod Palsen | **Manager, local event marketing:** Andy Henry | **Manager, local sponsorship:** Cathy Bowman | **Event sponsorship sales:** Jen Ogston | **Event sponsorship sales:** Kathryn Larsen | **Manager, event financial services:** Karen Wan | **Editor, Extra End magazines:** Laurie Payne | **Co-ordinator, daily publications:** Larry Wood | **Manager, merchandising:** Robin Henry | **Manager, entertainment and production:** Roger Powell | **Manager, bar operations:** Elmer Epp | **Media co-ordinator:** Jeff Timson | **Media co-ordinator, Scotties Tournament of Hearts:** Robin Wilson | **Photography co-ordinator:** Michael Burns | **Photography co-ordinator, Scotties Tournament of Hearts:** Andrew Klaver | **Event master of ceremonies:** Stuart Brown | **Event master of ceremonies:** Jim Jerome

message from the chair



On behalf of the Canadian Curling Association's board of governors, it is my privilege to share this annual report with you.

The CCA uses the Carver Policy Governance model, which guides the actions of the board of governors and staff.

The 2010-11 season marked the beginning of a new quadrennial, which will culminate with the 2014 Olympic and Paralympic Winter Games in Sochi, Russia.

As we look in the rear-view mirror at the past 12 months, we should all be very proud of our successes. Looking forward to the road ahead, the opportunities to excel are endless and we are committed to making as many of them a reality as possible.

The year's highlights include:

- The board of governors took steps to resuscitate the Curling Assistance Program, which dispersed more than \$230,000 to the CCA's member associations and affiliated curling facilities for assistance to development programs and bricks/mortar projects.
- The CCA's long-term financial reserve fund exceeded the board's target and produced a profit for the fourth consecutive year.
- Canadian teams continued to dominate the international stage with six podium finishes, including gold-medal performances at the World Wheelchair, Ford World Men's, and the World Senior Men's and Women's. Canada is currently ranked No. 1 in the world in men's, No. 2 in women's.

- The 2014 Tim Hortons Roar of the Rings Canadian Curling Trials will be hosted by Winnipeg, with the winners representing Canada in Sochi.
- Beginning in 2013, all 14 member associations will have equitable opportunity to access the M&M Meat Shops Canadian Juniors.
- The CCA announced that Prince Edward Island's Emily Gray, British Columbia's Corryn Brown, Manitoba's Derek Oryniak and Thomas Scoffin of the Yukon will represent Canada at the first-ever Youth Olympic Games, to be held in Innsbruck, Austria, in January 2012.
- Extensions to a number of marketing and sponsorship contracts have been successfully negotiated, stabilizing the CCA for the years ahead. A deal with the World Curling Federation for world championships through 2014 has also been finalized.
- The CCA successfully negotiated for the Season of Champions to be broadcast in Quebec by RDS for the first time in recent years. The CCA continued its commitment to provide information and resources in both official languages, including the translation of the board's Policy Registry and the National Curling Congress package.
- The prestigious Elmer Freytag Award, the World Curling Federation's highest honour, was posthumously awarded to Calgary's Ray Kingsmith.



board of governors

- This past season, the CCA created a new provincial-territorial ranking system to measure member association performances at all CCA-operated and sanctioned national championships. Based on the highest average points, this year's Dominion Member Association Cup was awarded to co-winners Saskatchewan and Alberta. New Brunswick — the member association making the biggest year-to-year improvement on an average point basis — received the Governors' Cup.
- New residency and transgender policies for all member associations were approved for all Canadian championships.
- At the July 2011 opening of the Canadian Sports Hall of Fame in Calgary, the late Sandra Schmirler was one of seven honorees to be recognized with a permanent statue.

It is an honour to serve as chair of this great sporting organization. With everyone's support, we will continue to be a major player in the sporting world.

The board and staff are committed to our values and mission. We look forward to meeting and exceeding your expectations.

Cheers to 2010-11 and looking forward to 2011-12!

Laura Lochanski

Chair, 2011-12 CCA Board of Governors

The national board is elected by the membership of the association and is accountable to representatives of that group. The board's primary responsibility is to establish the necessary programs and resources required to develop, in the most general sense of the word, the sport of curling. The board will fulfil these responsibilities by formulating and adopting policies, seeing that these policies are implemented and by evaluating their results. Further, the board must carry out its functions openly, seeking the involvement of its members, corporate partners and staff.



The 2011-12 Canadian Curling Association board of governors: (front row, from left) Bernadette McIntyre, Laura Lochanski, Jim Campbell and Elaine de Ryk; (back row) Ron Hutton, Bob Osborne, Marilyn Neily, Hugh Avery and Cindy Maddock. Absent: Mitch Tarapasky



developme

The Canadian Curling Association's development programs involve a series of initiatives aimed at retaining curlers and developing programs and materials to recruit new ones.

It's through the development programs that the CCA maintains direct contact with approximately 1,000 affiliated curling clubs, 14 provincial and territorial associations, 12 affiliate members and the nearly one million Canadians who play the sport each year.

JOHNNY "THE HAMMER" CHOW

The CCA created three television commercials that aired during the Season of Champions broadcasts on TSN. They were an unqualified hit with curling fans and were talked about in curling clubs across Canada. Three new characters were created — Johnny "The Hammer" Chow, Robert "Clutch" Stevens and Mary "Bullseye" Dobbin. Each experienced a great moment in what were burgeoning curling careers, making a terrific shot "on purpose" — a phrase that has become a standard with Canadian curlers. The commercials aired more than 250 times on TSN and will continue to entertain on YouTube.

CURLING CENTRE RESOURCES

The CCA produced 20,000 posters, 20 of which were delivered to every curling facility in the country. There were two posters: one featuring the excitement of the

2010 Olympic Winter Games and a "Hurry Hard" version from the Leveraging 2010 campaign. The package included a detailed planning guide designed to assist curling clubs with a mid-season recruitment campaign targeting new players. This guide was designed to help them capture public attention by emphasizing how easy and fun it is to get involved in the sport. The concept was to encourage people to investigate and experience the enjoyment of the game first-hand.

CCA BLOGS

The CCA's information technology department's blogging area on www.curling.ca was enhanced this year, with four curling-club-specific topics blogged on a regular basis. Kim Perkins penned *House Call*, sharing with our readers instructions for new adult players. Mort Cooper kept track of activities with little rock curling with a bi-weekly blog called *Pebbles To Boulders*. Jean Mills wrote about the ups and downs of recreational curlers from their weekly curling games to playing in local bonspiels in her blog, *House To House*. And finally, Danny Lamoureux shared best club practices in his *Business Of Curling* blog.

DISCOVER CURLING

The CCA launched the Discover Curling campaign with the generous support of Sport Canada and the Toronto/Montreal Stock Exchange in 2006. It's a



long-term, active recruitment strategy for targeted groups, ranging from Canadians with disabilities — including those in wheelchairs, those who are hearing or visually impaired and those in the Special Olympics — to community-based organizations and the growing cultural ethnic segments of Canada's cities and towns.

The CCA is developing a participant base that accurately represents the Canadian population by offering equitable entry-level opportunities, basic and advanced training, coaching and other positions to fully involve new participants in the sport.

Since the launch, the CCA has made a number of inroads with its programs for athletes in wheelchairs and athletes who are visually impaired.

The CCA staged 12 formal sessions across the country, with a continued emphasis in Atlantic Canada. Most member associations have programs mature enough that they are delivering on their own with technical help from Discover Curling.

The CCA is also involved with a number of pilot projects, including a clinic for new Canadians. Eighty-eight people from Middle East countries and Africa took part. Many had never seen ice before, let alone a curling rink! We collaborated with Curl BC on a unique adaptive program for disabled youth and a program delivering Rocks & Rings to a First Nation community in Gitwinksihlkw, British Columbia. Finally,

Nova Scotia piloted a module for training curling coaches in local schools.

And during last season's Tim Hortons Brier and Scotties Tournament of Hearts, wheelchair athletes and vision-impaired athletes from Ontario and Prince Edward Island showcased their skills on the ice in front of thousands of fans.

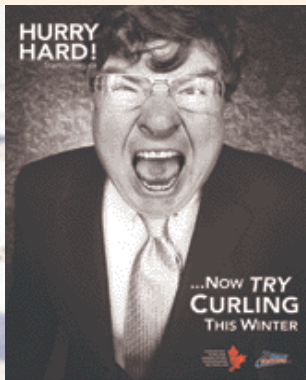
CAPITAL ONE ROCKS & RINGS AND GETTING STARTED

The CCA continues to team up with Capital One to help develop and grow the Capital One Rocks & Rings program, one of several development programs supported by the CCA to introduce curling to children and other under-represented groups across Canada.

The Capital One Rocks & Rings program — which received nationwide media coverage above and beyond the ads on Season of Champions broadcasts — is designed to introduce school children to curling. Using unique floor curling equipment in gymnasiums, students experience a high-energy, fun-filled session while learning about the sport — its fundamentals and objectives, the delivery and how to sweep.

The program aims to expose curling to children and families who would otherwise not have had the opportunity with the hope that they will become curlers.

The 2010-11 season was the second full season for the program and interest continues to grow beyond all



expectations — more than 93,000 students in 585 schools took part. Besides the fun day they had experiencing Rocks & Rings, each school was given a copy of the *Getting Started Teacher's Guide* courtesy of the CCA.

THE BUSINESS OF CURLING

The Business Of Curling program is designed to help curling centres understand the business they are in. They are experiencing a variety of issues adapting to the constantly changing economic environment. To help them survive in the marketplace, many have adopted management tools from the private sector. They are also turning to marketing as a means of providing their customers with superior products and services.

Phase One can be a one-day or weekend symposium involving representatives of a number of curling centres in a particular area. The goal is to bring them together for learning and sharing. They will hear from interesting and highly qualified speakers, who will offer expertise in key areas of the curling business. This symposium also offers a valuable opportunity to share ideas and experiences with fellow executive members.

Phase Two is a two-day strategic planning workshop with the board of directors and staff of a single facility. Board members will be guided through the planning process and, as a group, will envision where they want their facility to be three or four years down the road. They will analyze the current situation while understanding the trends affecting the business. Finally, they will outline the steps or strategies required to get from where they are today to where they want to be in the future. It's a road map to success!

In 2010-11, Business Of Curling symposiums were held in Regina, Edmonton, Vernon, British Columbia and Iqaluit,

Nunavut. We also helped develop strategic plans in Nanaimo, British Columbia and Crestwood, Alberta.

CURLING ASSISTANCE PROGRAM

In 2011, the CCA renewed the Curling Development Fund by allocating funds from certain championship events for the purpose of providing financial assistance to the membership of the CCA including provincial and territorial member associations and affiliated curling facilities. This funding was re-branded and is now known as the Curling Assistance Program.

CAP targets projects designed to grow the sport at the community level or to assist capital projects critical to the operation and health of the CCA's membership.

The CCA received a total of 142 applications requesting \$1,442,272.33 in grants. Twenty-eight successful applicants have received confirmation of grant money totalling \$234,528.86 from the 2010-11 Curling Assistance Program.

A total of nine member association jurisdictions had one or more successful applicants approved, flowing funding across Canada.

The list of successful applicants can be found here: <http://www.curling.ca/programs-and-services/curling-assistance-program/2010-2011-curling-assistance-program-c-a-p/>.

MISCELLANEOUS

With the assistance of national ice technicians Hans Wuthrich and Eric Montford, the CCA completed a video showcasing the transformation of a hockey arena into a curling arena. The voiceover describes the details of making ice, which will assist ice-makers everywhere with their own installations.



partners

SEASON OF CHAMPIONS SPONSORS



OFFICIAL BROADCASTER



FUNDING PARTNERS



Canadian Heritage
Sport Canada

Patrimoine
canadien



PROUD MEMBER
FIER MEMBRE

BUSINESS PARTNERS



high perform

The beginning of a new quadrennial is always a challenging and motivating time for national sport organizations with Olympic aspirations. Such sports face one of two challenges in terms of their international status and recent Olympic success — they will either be challenged to maintain their world and Olympic ranking or be pressured to improve it.

Interestingly, the Canadian Curling Association is faced with both challenges: we will strive to maintain our gold-medal status in men's play and work diligently to make a slight improvement with our women's results. And so, with the above in mind, 2010-11 was a time of review, reflection, analysis and evaluation, all of which eventually led to detailed program planning. "Gap analysis" is the predominant focus post-Olympics, which is a time set aside to make measured, data-supported comparisons between the key performances of Team Canada and the other top-performing curling nations in the world. Every performance component is dissected and assigned a relative value, providing a clear and honest evaluation of how Team Canada measures up against the best in the world and, as a result, how best to structure its training.

Specific and irrefutable performance standards are established on a position-by-position and skill-by-skill basis. The CCA tracks international performances on an ongoing basis and has established comprehensive performance evaluation protocols that are fed into an ever-expanding

international data bank. We have every intention of being the No. 1 curling nation in the world for many years to come. To achieve this objective, we need to be actively engaged and invested in many different aspects of our long-term athlete and coach development models.

Current and future performance requirements depend on the programs and services that develop and support elite athletic performance and we need to continue to improve our efforts in all performance-related programming.

We have once again strengthened our National Team Program with the assistance of Own The Podium and Sport Canada, resulting in an increase in financial support for training, competition and unprecedented access to sport science and sport medicine professionals. Our teams have ample opportunity to receive expert guidance and advice relative to their training regimes and also have the budgets needed to offset the costs of enhancing their physical and mental training and travel to international competitions.

We have also ramped up our La Releve Program with the intention of providing critical performance-related insights and advancement for young athletes who have the potential to represent Canada in 2014, 2018 and beyond. We have identified a select group of talented, hard-working athletes who are motivated to wear the maple leaf and we are investing in their growth and



ance

development on an individual basis. This program is also supported by Own The Podium and Sport Canada.

An exciting new program was launched last season. The Podium Project is focused on bantam, juvenile or junior-aged athletes who have come to the attention of their provincial or territorial associations. This program is all about talent identification and development at a much younger age. Its ultimate objective is to fast-track and support these young athletes with an eye to ensuring that we keep up with those curling nations that “hot-house” a group of young athletes and thus ensure they are competitive on the world stage at a very young age... comparatively speaking. We are very excited about this program and look forward to partnering with our member associations in such a worthwhile endeavour.

To support these athlete development programs as well as those required by the various ages and stages represented in our long-term athlete development model, we continue to invest in the development of competent, qualified coaches. We do this by enhancing our coach training and evaluation techniques through our involvement with the National Coaching Certification Program under the direction of the Coaching Association of Canada. We have made significant advancements in all aspects of coach education in the last few years with the intention of providing world-leading coaching support to our athletes as they journey from the playground to the podium.

High-performance athletes/teams will be intensely focused on the Olympic/Paralympic qualification process during the next two seasons and we will make every effort to ensure that they are well supported every step of the way.

ACKNOWLEDGMENTS

The CCA extends its sincere appreciation to the entire high-performance team for its contribution to the training and performance of Canada’s elite athletes and coaches, and pays tribute to those who take on leadership roles on behalf of the organization. This group includes, but is not limited to, the following dedicated coaches, team leaders, program managers and sport science experts: Jim Waite, Elaine Dagg-Jackson, Helen Radford, Rob Krepps, Paul Webster, Rick Lang, Melissa Soligo, Bill Tschirhart, Scott Arnold, Wendy Morgan, Joe Rea, Laura Farres, Penny Werthner, Bob Comartin and Istvan Balyi. We would also like to acknowledge the efforts of Jennifer Ferris for her leadership in developing our vastly improved coaching training/evaluation modules. We are also very grateful to our funding partners, Own The Podium, Sport Canada and the Canadian Olympic Committee for their leadership, guidance and support.

Go Canada!



championsh

SEASON OF CHAMPIONS

Championships are the Canadian Curling Association's primary area of administration and the most financially consuming of its responsibilities.

In 1994, the CCA, in concert with St. Clair Group of Toronto and the World Curling Federation, developed a novel approach to marketing national and international curling championships. They created a series of championships, named the Season of Champions, that included the Canadian Mixed, Canadian Seniors, Canadian Juniors, the Hearts, the Brier, World Juniors and the World Men's and Women's Curling Championships.

Broadcast contracts were struck with CBC and TSN and the combined efforts of the two networks ensured that championship curling would be aired on Canadian television for a guaranteed minimum of 135 hours a year.

Although today's championship mix differs somewhat from the original, the Season of Champions celebrated its 17th year last year and boasted more than 260 hours of live broadcast coverage exclusively on TSN.

The first event of the 2010-11 season — the Canada Cup — was held in Medicine Hat, Alberta, December 1 to 6 at the Medicine Hat Arena. The eighth Canada Cup — which included 10 of the best women's and 10 of the best men's teams in Canada — is closely aligned with the Tim Hortons Brier and the Scotties Tournament of Hearts, with the champions of each earning automatic berths in the next

year's competition. The 2010 field also included the two teams that represented Canada at the 2010 Olympic Winter Games and was rounded out by eight of the top-ranked men's and women's teams in Canada. The prize package was \$150,000.

The 2010-11 winners — teams skipped by Saskatoon's Stefanie Lawton and Glenn Howard of Coldwater, Ontario — earned berths in the 2011 Capital One Canada Cup in Cranbrook, British Columbia, and the 2012 World Financial Group Continental Cup in Langley, British Columbia.

The season's second event, the seventh World Financial Group Continental Cup — was staged at Servus Credit Union Place in St. Albert, Alberta, January 13 to 16, with Team North America defeating Team World 298 to 102. Team North America leads the series 4-3.

Similar in format to golf's Ryder Cup, the Continental Cup brings together 12 of the world's best men's and women's teams — six representing Team World, six representing Team North America — competing in a unique event.

A total of 400 points is available from the competition's four disciplines — mixed doubles, singles, team and skins.

The Canadian junior men's championship, the world's second oldest curling event, dates back to 1950. The inaugural junior women's championship took place in 1971 and the two have been combined as a single event since 1987.



Today, the Canadian Juniors has the most participants of any CCA-operated event, with a total of 13 provinces and territories represented in both the men's and women's fields. The winners advance to represent Canada at the World Juniors.

Calgary's North Hill Community Curling Club and The Glencoe Club played host to the M&M Meat Shops Canadian Juniors January 29 to February 6, with Saskatchewan's Trish Paulsen taking first-place women's honours, and Braeden Moskowy claiming Saskatchewan's 14th junior men's title.

The Canadian Women's Curling Championship — now the Scotties Tournament of Hearts — has been in existence since 1961 and has become one of the best known and most popular women's sporting events in Canada. Manitoba's Jennifer Jones and her Team Canada mates were looking to win their fourth consecutive Hearts title in 2011, but Saskatchewan's Amber Holland stole a single in the 10th end to earn the right to represent Canada at the Capital One World Women's Curling Championship in Esbjerg, Denmark.

The 2011 Scotties Tournament of Hearts, held February 19 to 27 at the Charlottetown Civic Centre, was the 51st Canadian women's championship and the 30th year of Kruger Products as the title sponsor.

The Brier, which celebrated its 82nd year in 2011, is recognized as the oldest and best-known curling event in the world. The 2011 edition of the Canadian men's curling

classic was hosted at the John Labatt Centre in London, Ontario, March 5 to 13. Manitoba's Jeff Stoughton won his third Tim Hortons Brier title, earning him the right to represent Canada at the Ford World Men's in Regina.

The World Curling Championships operated as a combined men's and women's event from 1989 to 2005, when two separate championships were established. Every year one of the world championships — either the men's or women's — is played in Canada under the management of the CCA.

In 2011, the 12-team Ford World Men's was held at the Brandt Centre in Regina April 2 to 10 and was won by Canada's Jeff Stoughton. A gold medallist in 1996 and silver medallist in '99, Stoughton was making his third global appearance.

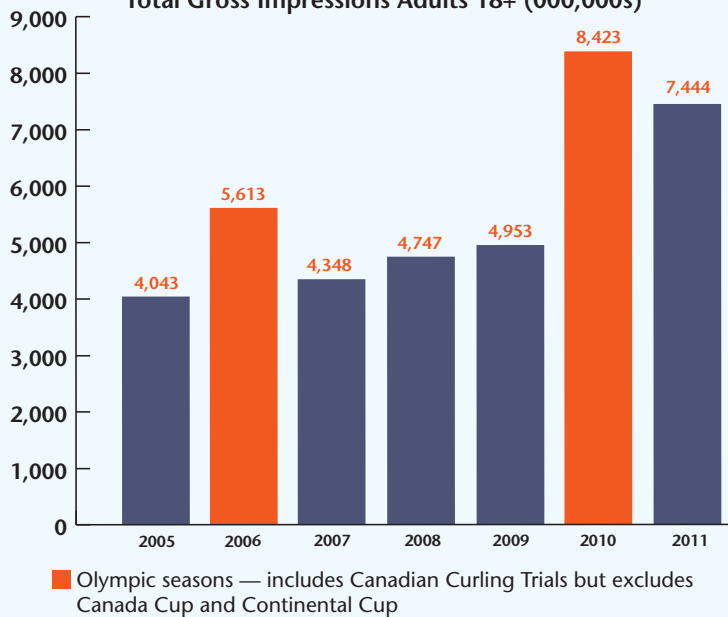
The CCA extends its sincere appreciation to the entire event management and marketing team for its contribution to the Season of Champions. Special thanks go to the event managers and office personnel for all of their hard work and commitment.

OTHER CHAMPIONSHIPS

The CCA is directly responsible for the operation of three other championships — the Canadian Mixed, Canadian Seniors and Canadian Wheelchair. It also plays an active role in the annual CIS-CCA Canadian University Curling Championships.

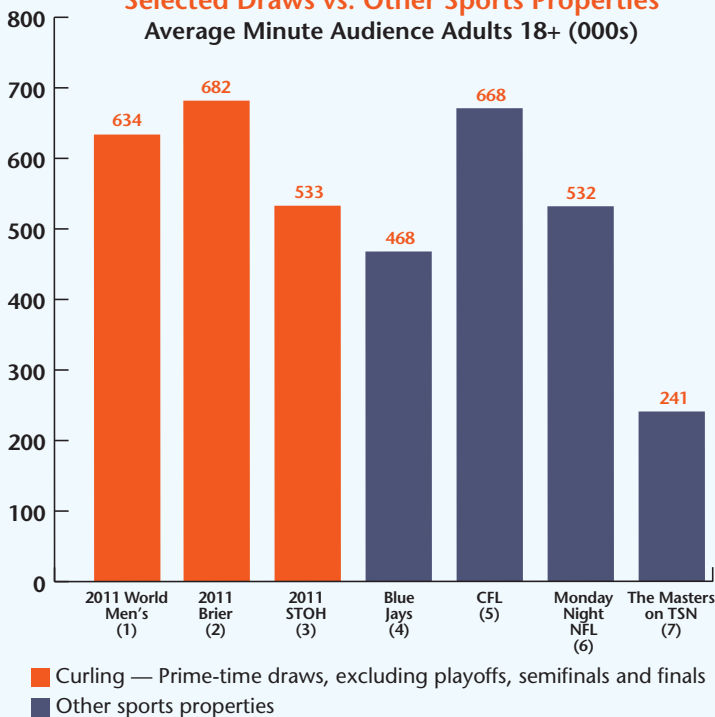


Season Of Champions Broadcasts Total Gross Impressions Adults 18+ (000,000s)



Source: Nielsen Media Research

Selected Draws vs. Other Sports Properties Average Minute Audience Adults 18+ (000s)



Notes:

- (1) 4-draw average, excluding playoffs, semifinals and final
- (2) 6-draw average, excluding playoffs, semifinals and final
- (3) 5-draw average, excluding playoffs, semifinals and final
- (4) 32-game average, April to May 2011
- (5) 20-game average, October 2010
- (6) 10-game average, September to December 2010
- (7) 4-round average, including the final, April 2011

The Canadian Mixed made its debut in Toronto in 1964. The 2011 championship — held in Morris, Manitoba, at the Southern Manitoba Convention Centre November 13 to 20, 2010 — was won by Prince Edward Island's Robert Campbell. It's the second mixed title for Campbell, who also won in 1989.

Two members of the winning team — Campbell and third Rebecca Jean MacPhee — represented Canada at the 2011 World Mixed Doubles in St. Paul, Minnesota. Canada finished in 12th place in the 24-team event with a 5-4 record.

The Canadian senior men's championship dates back to 1965 and the senior women's to 1973. The Canadian Seniors — for curlers 50 years of age and older — has been operated as a combined event since 1985.

In 2011, the Canadian Seniors was staged at the Digby Area Recreation Facility in Digby, Nova Scotia, March 19 to 26, and was won by Manitoba's Kelly Robertson and Heidi Hanlon of New Brunswick. The senior champions will represent Canada at the 2012 World Senior Curling Championships next April at a site yet to be determined.

Wheelchair curling and the Canadian Wheelchair Curling Championship are relatively new to the Canadian curling scene. The first national championship was held in 2004. Chris Sobkowicz's Manitoba squad captured the 2011 Canadian title in Edmonton's Jasper Place Curling Club March 21 to 27.

Also new to the Canadian curling scene, the fourth annual CIS-CCA Canadian University Curling Championships were held at the Bally Haly Golf & Curling Club in St. John's, Newfoundland, March 9 to 13. The 2011 champions — Laura Crocker of Waterloo's Wilfrid Laurier Golden Hawks and Colin Thomas of the Memorial University Sea-Hawks from St. John's, Newfoundland — will represent Canada at the 2012 Karuzawa Invitational in Japan January 25 to 29.

finance

BALANCE SHEET

As at April 30

2008-2009

2009-2010

2010-2011

Assets

Current

Cash	\$ 617,645	\$ 622,441	\$ 2,248,553
Accounts receivable	2,492,068	3,005,433	2,970,000
Prepaid expenses	175,392	54,752	101,429
	<u>3,285,105</u>	<u>3,682,626</u>	<u>5,319,982</u>

Capital assets

	<u>698,873</u>	<u>726,181</u>	<u>721,077</u>
	\$ 3,983,978	\$ 4,408,807	\$ 6,041,059

Liabilities And Net Assets

Current

Accounts payable and accrued liabilities	\$ 1,223,499	\$ 1,520,776	\$ 2,532,242
Deferred revenue	706,950	—	—
Current portion of long-term debt	18,542	19,940	311,095
	<u>1,948,991</u>	<u>1,540,716</u>	<u>2,843,337</u>

Long-term debt

	<u>331,035</u>	<u>311,095</u>	<u>—</u>
	2,280,026	1,851,811	2,843,337

Net assets

Invested in capital assets	349,296	395,146	409,982
Internally restricted reserve	744,874	1,531,717	1,464,095
Unrestricted	609,785	630,133	1,323,645
	<u>1,703,955</u>	<u>2,556,996</u>	<u>3,197,722</u>
	\$ 3,983,981	\$ 4,408,807	\$ 6,041,059

COMPARATIVE INCOME STATEMENT

For the year ended April 30

	2008-2009	2009-2010	2010-2011
Revenue			
Domestic	5,972,055	6,492,998	5,711,738
International	220,000	110,000	128,826
High performance	1,745,000	1,867,298	1,965,837
Management	892,755	889,105	914,873
Other	78,093	414,552	1,268,856
Total revenue	8,907,903	9,773,953	9,990,130
Expense			
Domestic	3,794,398	4,412,047	4,863,260
International	372,169	213,946	279,357
High performance	2,091,206	2,417,888	2,307,361
Management	1,717,059	1,821,092	1,851,989
Other expenses	53,379	55,937	47,436
Total expenses	8,028,211	8,920,910	9,349,403
Surplus	879,692	853,043	640,727
Accumulated surplus after year-end	1,703,952	2,556,995	3,197,722

2010-11 REVENUE

Category	Amount	Percentage
Sponsorships	3,973,746	40%
Sport Canada/Own The Podium	2,758,000	28%
Event revenue and funding	627,736	6%
Other funding agents	200,425	2%
Other revenue	1,904,832	19%
Affiliation fees	331,536	3%
Competitor fees	193,855	2%
Total	\$ 9,990,130	

