

2009|10 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 OFFICER

It's difficult to believe that the 2009-10

Olympic year that everyone so eagerly anticipated has come and gone. What a year it was for the sport of curling! The Canadian Curling Association is very pleased to have had numerous achievements this past year, highlighted by the 2010 Olympic Winter Games and other key successes.

HIGH PERFORMANCE

The year was filled with high expectations and a great deal of pressure for many of our Canadian athletes. These talented individuals could not have done a better job of representing our nation. Our organization is so proud to be a part of their success and it is an honour to help contribute toward these accomplishments.

Canada's continued excellence saw Team Canada reach the podium in 11 out of 11 international championships in which CCA-sanctioned teams participated. These performances were highlighted by the incredible men's gold medal and women's silver medal at the Vancouver Olympics. Our Paralympic team was equally impressive, also winning gold at the 2010 Paralympic Winter Games.

Other successes included a gold medal at the World Men's Curling Championship; a gold and a silver at the World Seniors; a silver and a bronze at the World Juniors; a bronze at the Ford World Women's; and a double gold-medal performance by the CIS-CCA Canadian University curling champions at the 2010 Karuizawa Invitational in Japan.

I would also like to commend Canadian Mixed champions Mark Dacey and his wife, Heather Smith-Dacey, for their amazing passion and unflagging efforts to represent their country at the World Mixed Doubles Championship in Chelyabinsk, Russia, in April. They were forced to withdraw from the competition — as were the teams of four other

countries — when an Icelandic volcano erupted, causing widespread travel disruption.

TELEVISION NUMBERS AND BROADCAST EXCELLENCE

Last year was a record-setting year for curling's television numbers. The Season of Champions broadcasts generated, by far and away, its largest total of "gross impressions" ever. These impressions provided almost double the amount of corporate brand exposure to the CCA's partners and sponsors than they had in previous seasons.

Thanks to the CCA's exclusive broadcast partnership with TSN, some 270 hours were broadcast live to our fans.

The Season of Champions coverage was augmented by some of the most exciting curling ever seen at the Olympics. Television drew the highest numbers ever to watch the women's and men's Olympic gold-medal games — 6.8 million and 6.9 million fans in Canada, respectively, to cheer on Cheryl Bernard and Kevin Martin.

SEASON OF CHAMPIONS AND OTHER CHAMPIONSHIPS

CCA events were once again showcased throughout the year in some wonderful venues and communities across Canada. The CCA's Season of Champions properties are the pinnacle of the sport and were well supported by our incredible fans.

The 2010 Season of Champions began in early November in Prince George, British Columbia, with the first ever Road To The Roar Canadian Curling Pre-Trials, followed by the Tim Hortons Roar Of The Rings Canadian Curling Trials in Edmonton; the M&M Meat Shops Canadian Juniors in Sorel-Tracy, Quebec; the Scotties Tournament of Hearts in Sault Ste. Marie, Ontario, and the Tim Hortons Brier in Halifax. The season ended with the Ford World Women's in Swift Current, Saskatchewan.



FINANCIAL PERFORMANCE

The CCA reported at the Canadian National Curling Congress in June that, for a third consecutive year, it finished the fiscal year in the black and with a positive financial outlook. The surplus for 2009-10 far exceeded the projected budget.

The CCA's financial success led to the establishment of a long-term financial reserve fund to which almost all of the surpluses from the past three years have been allocated. With the CCA now being managed as a business and multiple initiatives to assist in its continued progress, I am very pleased to see that financial stability has been the number-one priority. Our senior staff, board of governors and our stakeholders are to be commended for this group effort.

THE NEXT QUADRENNIAL

Like any Olympic sport, curling is closely aligned to the Olympic quadrennial and its four-year planning cycle. With 2011 now upon us, I can assure our stakeholders and fans alike that the Canadian Curling Association is as committed as ever to provide and facilitate the best possible experience for both curlers and fans throughout Canada.

To this end, our organization has just released a 2010-2014 Business Plan And Organizational Strategy to act as an operational roadmap for excellence for our national governing body. Please feel free to peruse its details at www.curling.ca.

Good curling to everyone!

Greg Stremmlaw
Chief Executive Officer
Canadian Curling Association



Greg Stremmlaw
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



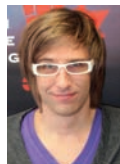
Gerry Peckham
Director, high performance



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

STAFF SUPPORT & SERVICES

SEASON OF CHAMPIONS EVENT MANAGEMENT AND MARKETING

Director, national marketing: David Beesley | **Manager, national marketing:** Catharine Dunlop | **Co-ordinator, sponsorship fulfilment:** Marylou Morris | **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 | **Manager, event marketing:** Rod Palsen | **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 services:** Robin Henry | **Manager, entertainment and production:** Roger Powell | **Manager, bar operations:** Elmer Epp | **Media co-ordinator:** Jeff Timson | **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 distinct privilege to share this annual report with you.

In 2007, the CCA adopted the Policy Governance model, which guides the actions of the board of governors through collaborative communication with our chief executive officer and our members.

During this past year, the board worked to further implement this new governance model, which also saw Ends policies developed and approved after unprecedented consultation efforts. These policies identify the benefits, recipients and value relative to the cost to our association.

In addition, our organization is proud to have completed a new comprehensive multi-year business plan and organizational strategy that will help guide the efforts of our senior management and staff over the next quadrennial.

Without question, 2009-10 was an incredible year for the sport of curling, the athletes and the CCA. Some of the season's highlights include:

- For the first time in our history, all 14 member associations will have an equal opportunity to access all Canadian curling championships
- The CCA's long-term financial reserve fund continued unprecedented growth, exceeding the board's target of \$2.25 million. With the target met and surplus funds available, the board approved re-activating the Development Fund, a grant program designed to develop the sport at the community level
- Canada's curling teams gave us some of the finest performances at the 2010 Olympic and Paralympic winter games, resulting in two gold medals and a silver
- An unprecedented number of television viewers tuned in to watch Season of Champions and Olympic broadcasts; almost 14 million fans alone took in the men's and women's Olympic gold-medal games
- A collaborative spirit has seen increased communication with all of the CCA's stakeholders and, in particular, its member associations
- Increased support through enhanced marketing agreements and extended sponsorship and supplier contracts has helped stabilize our organization for the years ahead.

I would like to take this opportunity to sincerely thank my fellow governors, the CCA's senior management team and staff, our members, all event hosts, curlers, supporters and enthusiasts for producing such a memorable year!

It is an honour to serve as chair of this great organization and I am proud to be involved in what I feel is the world's greatest sport.

Yours in curling,

Jack Bowman
Chair, 2010-11 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 2010-11 Canadian Curling Association board of governors: (front row, from left) Bernadette McIntyre, Jack Bowman, Laura Lochanski and Georgina Granchelli; (middle row) Ron Hutton, Marilyn Neily and Mitch Tarapasky; (back row) Hugh Avery, Elaine de Ryk and Jim Campbell.

BOARD OF GOVERNORS



DEVELOPMENT

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 more than one million Canadians who play the sport each year.

LEVERAGING 2010

"After seeing the Olympic coverage, the students in one class pretty much forced the issue and we ended up with several classes making a weekly trip to the club."

— Richard Linnett, Prince Edward Curling Club, Picton, Ontario

"We run a 'Learn To Curl' night every Sunday at our club. Average attendance is usually 10 to 15 people. On the Sunday nights following the end of the Olympics, we had close to 60 people one night, with numbers ranging from 30 to 45 on other Sundays."

— Linda Lott, Royal Kingston Curling Club manager, Kingston, Ontario

"(We) ran free curling clinics every Sunday, from 5 p.m. to 6 p.m. Before the Olympics, we were getting 10 to 15 people out. Once the first rock was thrown at the Olympics, we were getting 50 to 60 people out!"

— Rob Phillips, Whitby Curling Club manager and ice technician



These are but a few examples of the incredible power the Olympic Winter Games had on the sport of curling — and what an exciting and rare opportunity it was to grow the sport. Canadian curling fans were glued to their television sets in record numbers, more than doubling the previous best. That same audience is turned on to curling more than ever before and that translated into significant end-of-season interest and, more importantly, newfound interest for the start of this season.

Leveraging 2010 kicked off last season with four objectives: to increase participation and membership at the club level; to change the public perception of the sport; to raise overall awareness; and to enhance sponsorship opportunities. The marketing plan included new media platforms for social networking and television advertising, and outfitting curling clubs with the tools needed to take advantage of the hype created by 2010.

A new website — www.startcurling.ca — was successfully launched and has attracted close to 25,000 visitors.

Overall, Leveraging 2010 was a success where the facilities and the curlers who ran them took advantage of the hype and welcomed new customers to the game!

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 who are visually impaired.

In the spring of 2010, the CCA staged its first ever symposium for athletes with disabilities at the National Curling Congress. Presentations to its 14 member associations included the importance of organizational stability; athlete recruitment and retention; education for better understanding of needs; and challenges and limitations. Presenters included representatives from the Canadian Paralympic Committee, sledge hockey, vision impaired, hearing impaired and the Special Olympics.

The CCA staged 19 "give-curling-a-try" sessions across the country, with an emphasis in Atlantic Canada and British Columbia. A number of other provinces have programs mature enough that they are delivering on their own with technical help from Discover Curling.

The CCA is also involved in the Soldier On Program, a co-operative project in association with the Department of National Defence to provide curling opportunities to injured Canadian soldiers.

Last March, 18 members of the program embarked on a whirlwind tour of the Vancouver 2010 Paralympics with their families. Among the many highlights of their



nine-day Paralympic experience was a wheelchair-curling clinic at the Vancouver Curling Club at which they picked up some tips from Chris Daw. One of the world's best wheelchair curlers and the skip of Canada's gold-medal-winning team at the 2006 Paralympic Winter Games in Torino, Italy, Daw explained the fundamentals of the game and gave everyone a chance to send a few rocks down the ice.

And finally, during last season's Tim Hortons Brier in Halifax, wheelchair and vision-impaired athletes from Nova Scotia showcased their skills on the ice in front of thousands of fans.

CAPITAL ONE ROCKS & RINGS AND GETTING STARTED

The CCA has teamed 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 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.

Last year was the first full season for the program and the interest generated was outstanding and well beyond expectations — more than 59,000 students in 378 schools took part. Besides the fun day they had experiencing Rocks & Rings, each school was given a copy of

the *Getting Started In Curling* teaching manual to help develop its own curling program.

THE BUSINESS OF CURLING

The two-step Business Of Curling program is designed to help curling clubs understand the business they are in. Curling clubs 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. Clubs are 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 up to 100 curling clubs. The goal is to bring them together for a period of learning and sharing. They will hear from interesting and highly qualified speakers, who will offer expertise in key areas of curling club business. This symposium also offers a valuable opportunity to share ideas and experiences with fellow club executives.

Phase Two is a two-day strategic planning workshop with one or two clubs and their boards of directors. Board members will be guided through the planning process and, as a group, envision where they want their club 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 2009-10, Business Of Curling symposiums were held with more than 70 clubs in Yellowknife; Sackville, New Brunswick, and Peterborough, Ontario.



PARTNERS

SEASON OF CHAMPIONS SPONSORS



OFFICIAL BROADCASTER



FUNDING PARTNERS



Canadian
Heritage
Sport Canada

Patrimoine
canadien



A PROUD MEMBER OF / FIER MEMBRE DU



BUSINESS PARTNERS



HIGH PERFORMANCE

A SEASON TO REMEMBER

There may never be another curling season that produces the thrills, drama and results of 2009-10!

Our relentless pursuit of podium performances on the international stage motivated 11 Canadian teams to win 11 medals against the best in the world. We definitely did Canada proud in Vancouver by handling the pressure, hype and expectations associated with home-hosted Olympic and Paralympic winter games en route to winning two gold medals and a silver in front of raucous capacity crowds, with millions more medal-hungry fans watching on television.

Teams that aspire to wear the maple leaf embrace the concept of our “win to be in” qualification process and prove themselves worthy in a “survival of the fittest” high-performance model that does not facilitate complacency or entitlement and produces battle-ready, results-driven athletes.

Congratulations to the teams led by Kevin Martin, Cheryl Bernard, Jim Armstrong, Kevin Koe, Jennifer Jones, Colleen Pinkney, Bruce Delaney, Jake Walker, Rachel Homan, Hollie Nicol and Chris Busby for earning the privilege of being Team Canada and producing podium performances! We are a Canadian amateur sport that does in fact “own the podium!”

The CCA’s Olympic qualification system was designed to have a maximum impact on all aspects of the sport, including our long-term athlete development model, while producing exceptional results. The process leading up to 2010 unfolded over a three-year period and had a positive influence on the men’s and women’s

Canadian championships, Canada Cup, World Curling Tour, Grand Slam events, Players’ Championship and, of course, the bonspiel circuit.

Teams actively strived to earn sufficient Canadian Team Ranking System points to gain access to the big events and thus qualify for the Canadian Curling Pre-Trials or the Tim Hortons Canadian Curling Trials. In simple terms, the Olympic qualification system was the engine that drove high-performance curling in Canada over the last quadrennial.

The 2010 process had a significant impact on a number of areas, including athlete and coach development; event participation; fan appeal; media interest and television coverage; membership recruitment; sponsor support and fulfilment; CCA financial viability; long-term athlete development support; quality competitive events; high-quality teams; consistent podium results; and advanced training techniques.

The two key events in the Olympic qualification process — the pre-trials and trials — generated significant financial revenue for the CCA, the host committees and the host provincial/territorial sports organizations while selling 206,000 tickets to fans and attracting more than 20 million viewers to 83 hours of prime television coverage.

The Canadian teams were household names by the time they arrived in Vancouver thanks to the media, which spent the previous two years introducing Canada to its curling stars. Close to seven million viewers tuned in to cheer Teams Martin and Bernard in their quests for gold and curling clubs across Canada have been flooded with potential new members ever since.

The qualifying process for the 2014



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Olympics In Sochi, Russia, will be virtually the same but will be implemented over a two-year period.

LONG-TERM ATHLETE DEVELOPMENT MODEL

Curling is one of the oldest sports in Canada and Canadians have long traditions in competitive achievement and recreational involvement in the game. Curling has been a leader in attracting and retaining recreational sport participants and recent years have seen a surge in demand for both high-performance training opportunities and entry-level skill development programs.

This demand has highlighted the need for a systematic approach to developing our athletes. With increasingly high stakes in the competitive arena, it's critical that there be a systematic, scientific process for consistently producing the best possible Canadian athletes and teams.

The long-term athlete development (LTAD) model for curling identifies the optimal training, competition and recovery principles and practices for our athletes through sequential stages from childhood through to adulthood. It recognizes the two distinct streams in curling — the lifetime recreational sport and the elite competitive arena — and it is designed to promote and support participants in both.

Promoting excellence alongside recreation is important. While these two groups may experience a similar initial introduction to curling, at some point competitive curlers will emerge who wish to pursue the most elite levels of competition. Curling's LTAD model provides a framework to ensure that promising curlers have the opportunity to

achieve their potential through systematic and logical development.

The LTAD model allows coaches to provide athletes with the best possible support at each stage of their development and for eventual retirement or re-entry into participation-focused curling. The LTAD also informs both athletes and parents about key developmental concepts and practices at each stage in the development pathway, from frozen pond to podium.

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 special tribute to those who take on leadership positions on behalf of the organization. This group includes, but is not limited to, the following dedicated coaches, team leaders and program managers: Jim Waite, Elaine Dagg-Jackson, Wendy Morgan, Helen Radford, Bill Tschirhart, Jennifer Ferris, Paul Webster, Rob Krepps, Melissa Soligo, Scott Arnold, Andrea Ronnebeck, Rick Lang and Pat Reid. The CCA also acknowledges the leadership, guidance and funding provided by Own The Podium, Sport Canada and the Canadian Olympic Committee.

Special thanks to ice-makers Hans Wuthrich and Dave Merklinger for preparing an exceptional Olympic/Paralympic playing surface in a most challenging environment.

As proud as we are of the season just past, we aren't resting on our laurels; we are hard at work getting ready for an assault on 2014 and all of the competitive stepping stones that mark our pathway back to the top of the podium!



CHAMPIONSHIPS

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, the 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 16th year last year and boasted more than 270 hours of live broadcast coverage exclusively on TSN.

The first event of the 2009-10 season — the Road To The Roar Canadian Curling Pre-Trials — was staged in Prince George, British Columbia, November 10 to 14, at the CN Centre. A triple-knockout competition, the pre-trials determined the final four men's and four women's teams to compete at the 2010 Tim Hortons Roar Of The Rings Canadian Curling Trials in Edmonton.

The eight teams to advance were Calgary's Crystal Webster, Krista McCarville



of Thunder Bay, Ontario; Kelly Scott of Kelowna, British Columbia; Amber Holland of Kronau, Saskatchewan; Winnipeg's Jeff Stoughton, Pat Simmons of Davidson, Saskatchewan; Toronto's Wayne Middaugh and Jason Gunnsaug of Beausejour, Manitoba.

The season's second event, the Tim Hortons Roar Of The Rings Canadian Curling Trials, determined who would represent Canada at the 2010 Olympic Winter Games in Vancouver. Operated by the CCA for the fourth time, the trials — round-robin preliminaries followed by three-team playoffs — took place in Edmonton at Rexall Place December 6 to 13.

From a field that included what many consider the best eight men's and women's teams in Canada, Edmonton's Kevin Martin and Calgary's Cheryl Bernard emerged as Canada's standard bearers.

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.

Sorel-Tracy, Quebec, played host to the 2010 M&M Meat Shops Canadian Juniors January 16 to 24, with Ontario's Rachel Homan taking first-place honours after finishing runner-up in 2009, and Jake Walker claiming Ontario's first junior men's title since 1999.

The Canadian Women's Curling Championship — now the Scotties Tournament of Hearts — has become one of the best known and most popular women's sporting events in Canada since it was launched in 1961. Manitoba's Jennifer Jones and her Team Canada mates won their third consecutive Hearts title in 2010, earning them the right to represent Canada at the Ford World Women's in Swift Current, Saskatchewan.

The 2010 Scotties Tournament of Hearts, held January 30 to February 7 at the Essar Centre in Sault Ste. Marie, Ontario, was the 50th Canadian women's championship and the 29th year of Kruger Products as the title sponsor.

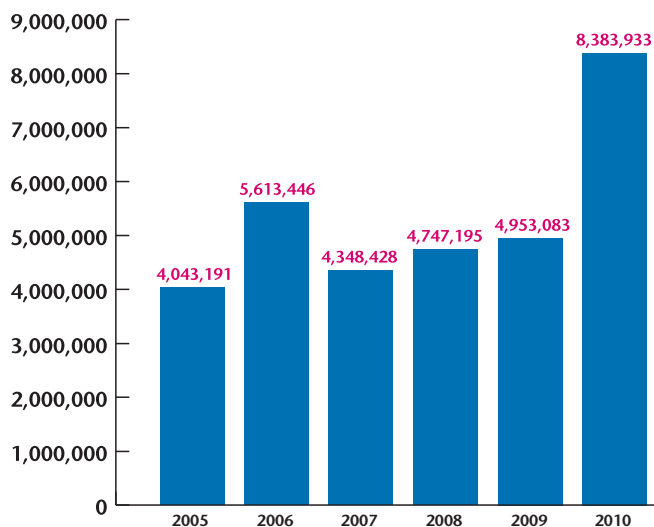
The Brier, which celebrated its 81st year in 2010, is recognized as the oldest and best-known curling event in the world. The 2010 edition of the Canadian men's curling classic was hosted at the Halifax Metro Centre March 6 to 14. Alberta's Kevin Koe won his first Tim Hortons Brier title, earning him the right to represent Canada at the world men's championship in Cortina d'Ampezzo, Italy.

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 2010, the 12-team Ford World Women's was held at the Credit Union i-plex in Swift Current, Saskatchewan, March 20 to 28, and was won by Germany's Andrea Schöpp. A gold medallist in 1988, it was



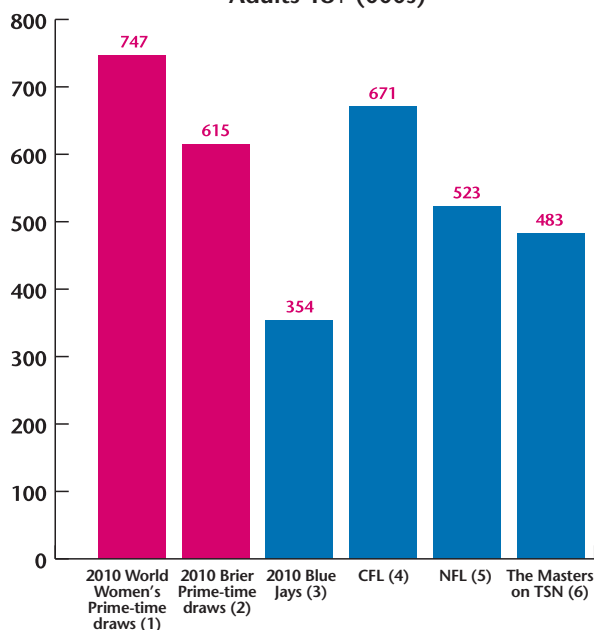
Season Of Champions Broadcasts Total Gross Impressions Adults 18+ (000s)



In the last six years, the Season of Champions has enjoyed consistent growth, with 2010 delivering more than double the audience than did 2005.

Source: Nielsen Media Research

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



The average minute audience generated by the prime-time draws of both the Ford World Women's and the Tim Hortons Brier compare very favourably against various other sports properties in Canada.

Notes:

- (1) 6-draw average, excluding the final
- (2) 8-draw average, excluding the final
- (3) 16-game average, April 2010
- (4) 18-game average, October to December 2009
- (5) 10-game average, October 2009 to January 2010
- (6) 4-round average, including the final

Schöpp's 17th appearance on the world stage. Canada's Jennifer Jones won bronze.

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.

The Canadian Mixed made its debut in Toronto in 1964. The 2010 championship — held in Burlington, Ontario, at the Burlington Golf & Country Club November 14 to 21 — was won by Nova Scotia's Mark Dacey. It's the second mixed title for Dacey, who also won in 2002.

Two members of the winning team — Dacey and third Heather Smith-Dacey — were scheduled to represent Canada at the 2010 World Mixed Doubles in Chelyabinsk, Russia, April 18 to 24. However, Canada was one of five countries forced to withdraw from the competition when an Icelandic volcano erupted, causing widespread travel disruption.

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 2010, the Canadian Seniors was staged at the Ottawa Hunt & Golf Club March 20 to 28 and was won by Alberta's Mark Johnson and British Columbia's Christine Jurgenson. The senior champions will represent Canada at the 2011 World Senior Curling Championships in St. Paul, Minnesota, next April.

Wheelchair curling and the Canadian Wheelchair Curling Championship are relatively new to the Canadian curling scene. The first national championship was held in 2004. Skipped by Gary Cormack, the host team from British Columbia captured the 2010 Canadian title in Kelowna, British Columbia, March 15 to 21.

Also new to the Canadian curling scene, the third annual CIS-CCA Canadian University Curling Championships were held at Edmonton's Saville Sports Centre March 10 to 14. The 2010 champions — Brooklyn Lemon of the University of Regina Cougars and Jon Beuk of the Queen's University Golden Gaels in Kingston, Ontario — will represent Canada at the 2011 Winter Universiade January 27 to February 6 in Erzurum, Turkey.

BALANCE SHEET

As at April 30

2007-2008

2008-2009

2009-2010

Assets

Current

Cash	\$ —	\$ 617,645	\$ 622,441
Accounts receivable	2,680,908	2,492,068	3,005,433
Prepaid expenses	67,735	175,392	54,752
	<u>2,748,643</u>	<u>3,285,105</u>	<u>3,682,626</u>

Capital assets

	<u>712,017</u>	<u>698,873</u>	<u>726,181</u>
	\$ 3,460,660	\$ 3,983,978	\$ 4,408,807

Liabilities And Net Assets

Current

Bank indebtedness	\$ 825	\$ —	\$ —
Accounts payable and accrued liabilities	2,239,955	1,223,499	1,520,776
Deferred revenue	28,800	706,950	—
Current portion of long-term debt	17,242	18,542	19,940
	<u>2,286,822</u>	<u>1,948,991</u>	<u>1,540,716</u>

Long-term debt

	<u>349,578</u>	<u>331,035</u>	<u>311,095</u>
	2,636,400	2,280,026	1,851,811

Net assets

Invested in capital assets	345,197	349,296	395,146
Internally restricted reserve	—	744,874	1,531,717
Unrestricted	479,063	609,785	630,133
	<u>824,260</u>	<u>1,703,955</u>	<u>2,556,996</u>
	\$ 3,460,660	\$ 3,983,981	\$ 4,408,807

FINANCE

COMPARATIVE INCOME STATEMENT

For the year ended April 30

2007-2008

2008-2009

2009-2010

	2007-2008	2008-2009	2009-2010
Revenue			
Domestic	5,981,385	5,972,055	6,492,998
International	98,000	220,000	110,000
High performance	1,492,552	1,745,000	1,867,298
Management	891,235	892,755	889,105
Other	1,111,667	78,093	414,552
Total revenue	9,574,839	8,907,903	9,773,953
Expense			
Domestic	4,420,003	3,794,398	4,412,046
International	200,752	372,169	213,946
High performance	1,886,848	2,091,206	2,417,888
Management	1,551,220	1,717,059	1,821,092
Other expenses	135,287	53,379	55,937
Total expenses	8,194,110	8,028,211	8,920,909
Surplus	1,380,729	879,692	853,044
Accumulated surplus after year-end	824,260	1,703,952	2,556,996

2009-10 REVENUE

Category	Amount	Percentage
Sponsorships	4,211,372	43%
Sport Canada	1,961,000	20%
Event revenue and funding	1,669,615	17%
Other funding agents	846,740	9%
Other revenue	546,171	6%
Affiliation fees	330,105	3%
Competitor fees	208,950	2%
Total	\$ 9,773,953	

