



Scotties[®] TOURNAMENT OF HEARTS[®]

Red Deer
2012



Volunteer Newsletter

Chatters becomes Official Volunteer Sponsor

"We are delighted to have Chatters on board as the Volunteer Sponsor," said Sherri Ryckman, Chair of the 2012 Scotties Tournament of Hearts. Chatters is the largest provider of beauty products in Canada and an industry leader with a history of supporting volunteerism.

FEBRUARY 18-26

TICKETS

ONLINE
seasonofchampions.ca

1-877-985-CURL

OR IN PERSON AT THE
WESTERNER PARK BOX OFFICE

SEPTEMBER 2011 • ISSUE 2

VOLUNTEER RALLY

TUESDAY, NOVEMBER 1, 2011

The first volunteer rally will take place on **Tuesday, November 1st at the Harvest Centre in Westerner Park.**

The rally will begin with an address from the Host Committee Chair Sherri Ryckman followed by the sizing of uniforms, accreditation photos and the opportunity to meet your Director.

We will also be collecting your \$100.00 fee at this time, payable by cash or cheque ONLY.

Time slots have been allocated based on the first letter of your last name. Please arrive at the indicated time.



6:00 pm	A - G
7:00 pm	H - N
8:00 pm	O - Z

The Volunteer Rally is very important! Please make sure you arrive at your allotted time so we can accommodate the group quickly and efficiently. We want this to be a positive experience for all!

If you are unable to attend please contact Mandy Carroll at acarroll@curling.ca or by phone at 403-986-6024 to make alternate arrangements.

VOLUNTEER SPONSOR

CHATTERS
HAIR | BEAUTY | SALON



Lyle Treiber
Vice Chair of Facilities

Facilities puts the Scotties together

Volunteers are starting to receive their assignments for the 2012 Scotties Tournament of Hearts, and excitement is in the air for next February! Every committee and every single volunteer make up an important piece of the big picture and our goal is to make this one of the most memorable Scotties! Even though you may not be a part of the Facilities group, here is what they have been working on to prepare for the big event.

Headed up by their daring leader Lyle Treiber, all of the Directors are piecing together floor plans, laying cable and perfecting the ice surface.

Although the responsibilities of the Facilities team are mainly “behind the scenes”, they are crucial to the ultimate success of the event. The Construction & Signage group led by Dennis Carney is busy planning the media bench and camera platform for TSN live coverage. Devon Kirkness is in charge of volunteers for the Communications & Media Room to make sure the news gets out on time. And Wade Thurber’s Arena, Rocks & Ice crew is hard at work to provide Canada’s best curlers the best playing surface possible.

A little more in the forefront is Ivan Simon’s Security committee, making sure that the safety of all athletes, fans and volunteers in attendance is the utmost of

importance. Also in the limelight are our Officials, Stats and Timers who keep our games running smoothly and provide the official statistics for the event. This committee is led by the only female director in the Facilities group – Lori Watts!

The entire Facilities group is already raring to go for the opening day of the 2012 Scotties. If you are one of the volunteers in this group, know that you are in good hands.

Sponsors at Work – fun facts:

- Our stats people use paper from Supreme Basics (Silver Sponsor) to distribute the stats to the teams and media.
- The lumber used to build the media bench is from the Red Deer Co-op (Silver Sponsor).
- Event signage is critical to organizing and directing people. Think of our Bronze Sponsor – Sign-A-Rama when you see all the signage at the Scotties.
- Westerner Park (Silver Sponsor) is the venue for all of the curling action.

Meet the Team

COMMUNICATIONS & MEDIA ROOM
Devon Kirkness

CONSTRUCTION & SIGNAGE
Dennis Carney

ARENA, ROCKS & ICE
Wade Thurber

OFFICIALS, STATS & TIMERS
Lori Watts

SECURITY
Ivan Simon

*Watch for next month’s feature –
Special Events and Volunteers Committee!!*



Farmer's Markets

Pull up a chair at one of the Market's umbrella tables, and you'll agree that the only problem with visiting the 2012 Scotties Tournament of Hearts at the Red Deer Farmer's Market is tearing yourself away! Yep, we're witty, fun and very knowledgeable about cooking and eating fresh. How can that be? We've been attending quite a few markets during the summer and you tend to get the inside scoop on quality fruits, vegetables, breads, meats and a whole lot more. We are also experts on how to guarantee the same great seat at every draw during the Scotties so stop by for a chat.

Promotions team out in full force

The Scotties promotions team was out in full force at the Innisfail Golf Club August 4th for the Alberta Sports Hall of Fame annual golf tournament. Sponsoring a hole that just happened to feature a water hazard, volunteers gave every player putting a ball in the drink Scotties tissues, toilet paper or paper towels to help clean up the mess.

The dedicated volunteers were at the Alberta Springs Golf Resort the next day for the Mavis Goss Open – the second edition of the tournament. The summer heat was the biggest challenge this time around and the complimentary Scotties drink koozies provided welcome relief! Draws for gift baskets were also held at both tournaments.



KRAZE 101.3 & Sunny 94 FM — L.A. Radio Group

Hit Music Lives Here!

L.A. Radio Group is a local independent corporation owned and operated by Troy Schaab (Stevens) and Sonia Sawyer-Schaab. L.A. Radio Group successfully operates local FM stations Sunny 94 out of Lacombe and KRAZE 101-3 out of Red Deer.

Troy plays a major role in Central Alberta's community, living and working here for the past 14 years following his lifelong passion for radio.



Sonia has extensive experience in broadcasting after receiving her diploma from SAIT in 1993 and working as television producer in Lloydminster, Saskatoon and Red Deer. Understanding and being involved in the local market is what makes a radio station successful - and Sonia's past position as Executive Director of the Red Deer Downtown Business Association provides her with in depth knowledge of the local business community.



KRAZE 101-3, Red Deer's Hit Music Channel has the most listeners 'Adults 18-49'* while Sunny 94, Central Alberta's Classic Hits Music Channel comes in a strong second in Red Deer with 'Adults 35-64'.**

L.A. Radio Group understands the Red Deer market, is committed to serving the local community and intends to be a part of it for years to come.

* Source - BBM Spring 2011: CKIKFM, Red Deer CTRL Cume 5a-1a. Mon-Sun, A18-49 demo.

** Source - BBM Spring 2011: CJUVFM, Red Deer CTRL Cume 5a-1a. Mon-Sun A35+ demo.



Destination Osoyoos promoting

Canada's Warmest Welcome

Destination Osoyoos is the tourism marketing and visitor services agency for Canada's hottest travel destination! Located in the country's only true desert, and with its hottest climate and lake, the South Okanagan resort town of Osoyoos, B.C. offers "Canada's Warmest Welcome".

Visitors experience scenic mountains, sandy beaches, lush orchards and vineyards, water sports, first-class resorts, wineries, spas, golf courses, winter ski hills, championship bass fishing, fine restaurants, First

Nations history, and one of the country's largest Canada Day fireworks shows.

Now Osoyoos is a top destination for weddings, business meetings, and for celebrities – in major movies filming in the area, and at star-studded Wine Festivals! Destination Osoyoos manages an impressive provincial 'gateway'

Visitor Centre. See www.destinationosoyoos.com or call toll-free 1-888-OSOYOOS.



Find the perfect speaker for your event here

The Host Committee has representatives available for speaking engagements at corporate and community functions. If your group is interested in hearing all the news on the 2012 Scotties, please contact acarroll@curling.ca or by phoning the Event Office at 403-986-6024.



The Scotties promotion team was front and centre at the Sutter Fund Charity Golf Classic opening banquet with a prize basket up for auction – including an "Opener" ticket package and four nights' accommodations at the Quality Inn North Hill. Congratulations to Tricia Schell on her winning bid.

Get in On the Facebook Fun.

The promotions team for the 2012 Scotties Tournament of Hearts will be on the scene at community events across Central Alberta – meeting with fans and handing out Scotties products and a host of event materials.

You can get the inside word on the team's schedule by joining our Facebook page at (<http://www.facebook.com/event.php?eid=224067267607243>). It's the easy way to stay on top of the latest information, view photos, post your own stories and connect with other curling fans. Plus, you can win some great prizes! So join us today and invite all your friends to get involved in the most interactive sport in the world!



We hang our hardhats on our People, Pride & Service

Employing hundreds of Canada's most capable electrical and instrumentation tradesmen, Studon has been connecting people to the grid in the energy, commercial, industrial and agricultural sectors since 1995. Completing projects across western Canada we maintain a singular objective of 100 percent client satisfaction.



If its a big job, we can do it. With our project controls we actively monitor, manage and control project costs, progress, safety and quality from start to finish. We know exactly what each project's status is at any given moment to help our clients meet both budget and timelines.



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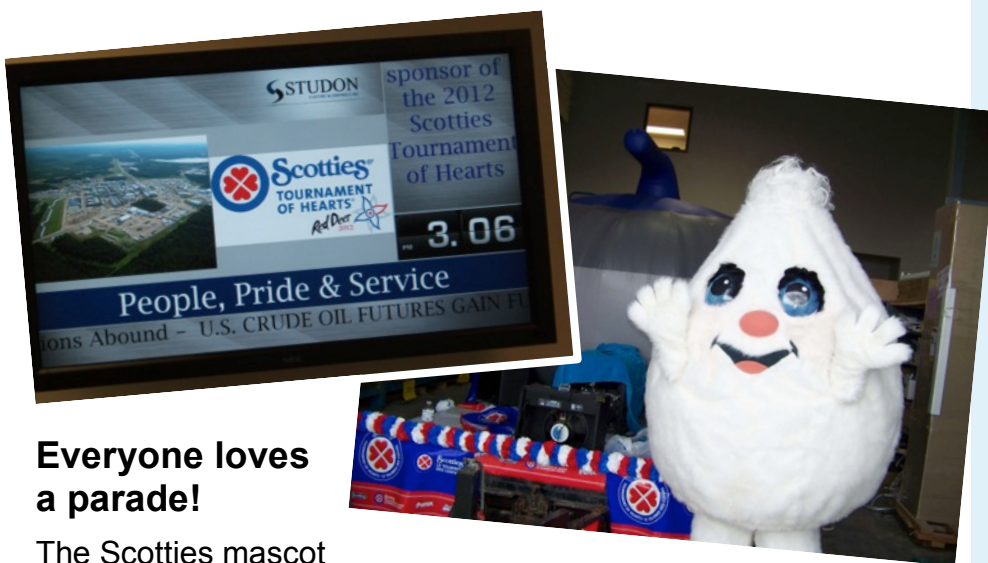
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Everyone loves a parade!

The Scotties mascot appreciated Studon Electric & Controls lending a hand and space for decorating parade floats. It's a lot easier to pin flowers in the comfort of a warehouse – thanks Studon!

1 How many Directors are there on the 2012 Scotties Host Committee?

2 What is the name of the 2012 Scotties Tournament of Hearts Chair?

3 Who is the Vice Chair of Facilities?

Submit your answer(s) on the Scotties Facebook page and win!



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