

Inside

- **Cy Gladish**
Vice-Chair Facilities 2
- **Wiltse School**
Meets Team Nedohin 3
- **Letterman Top 10**
Ticket Sales Goal 4
- **Sherrie Burechailo**
Volunteer of the Month 5

Volunteers help us reach our GOAL



World Financial Group Continental Cup tickets are on sale and it's easy to secure the perfect seat – just go online to www.curling.ca/tickets and follow the prompts. We would like to achieve our goal of 25,000 tickets sold. Volunteers! We need your help selling tickets... you can talk about it, give a brochure, or

— continued on page 4

OFFICIAL VOLUNTEER SPONSOR



Volunteer News | October 2012

Lights, Camera, Action...

It is my great pleasure to welcome all of our new volunteers!

I would like to thank each and every one of you for stepping up to commit your time, energy and expertise to help us stage a “World Class Show”.

It takes hundreds of PASSIONATE volunteers and thousands of hours to ensure the success of one of international curling's most prestigious events.



Kim Kirkham
Chairperson

Congratulations volunteers, we are now 250 Strong and in the process of closing our volunteer registration site.

Roll out the red carpet Penticton because in three short months you will be welcoming the biggest names in the game and the entire curling world will be watching.

The stars will be shining January 10-13th for the 2013 World Financial Group Continental Cup – the biggest curling event Penticton has ever seen AND you the volunteers have a leading role to play in the production.

So put on your glitz and glam volunteers, you are the real celebrities.

Can I have a drum roll please?

The nominees for the 2013 Awards are....

“The 2013 World Financial Group Continental Cup Volunteers”

And the winners are... all the fans of championship curling!



Meet your Facilities Vice-Chair...

CY GLADISH
T.Q., P.R.C., R.R.O.



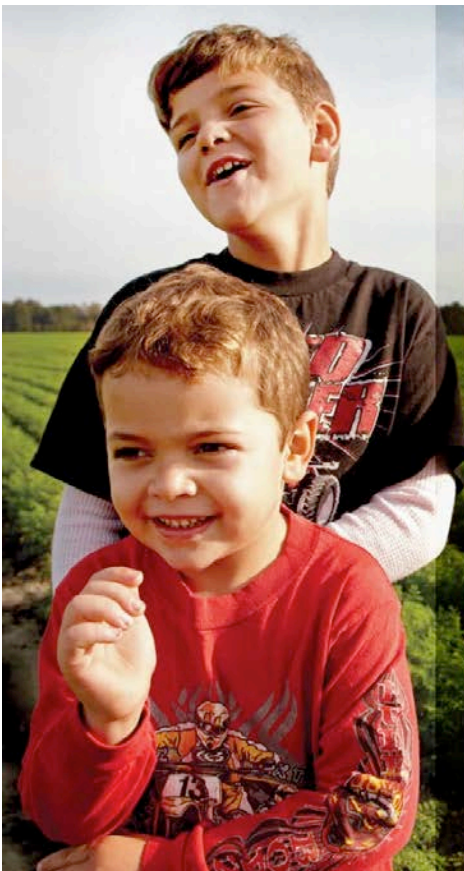
With the completion of apprenticeship in roofing and waterproofing, Cy started Interior Roofing Ltd doing mainly industrial, commercial and institutional construction. Cy served as a Director of the Roofing Contractors Association of BC, becoming President and leading the formation of a trade school in Langley. He also became President of the Canadian Roofing Contractors Association, representing Canada and enjoying the travel opportunities. Cy was also involved in many other businesses. He has served as a volunteer with many organizations, following his mother and father's generous

dedication to many causes. He also has great pride in his brothers (also in Penticton) and their volunteer successes.

Cy enjoys sports and started curling at 30 years of age. He was a Zone Director and played in Provincial Championships in Men's, Mixed and Seniors. He competed in the Kelowna Super League for several years and played in some major Men's cash spiels. He has spent many years on the Board of the Penticton Curling Club.

He was very instrumental in hosting the 2008 Men's Provincial Championships and the 2010 Ladies Provincial Championships in Penticton.


Cy thanks the Directors of his committee for coming forward and joining in the excitement of Penticton hosting the World Financial Group Continental Cup.



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Wiltse Students Meet Canada's Finest

BY DECEMBER FOSTER

It was a thrilling day for students from Wiltse Elementary when Heather Nedohin and Team Canada: Third Beth Iskiw, Second Jessica Mair & Lead Laine Peters came to town on Wednesday, September 26th! Principal Cathy Bowles and several teachers brought 73 very enthusiastic students from grades 1 & 5 to Cherry Lane Mall to have a curling lesson from one of Canada's Best, and they even got to shoot some Rocks & Rings with Heather. The mall was alive with shouts of "Hurry!" and "Hard!" and one of the students even brought a sign. Many of the kids were already familiar with the rules and terminology of curling, and already had a real love for the game!

After that, the team signed autographs for fans who lined up to meet their favorite players and get their very own signed team photo.

Thanks to Heather and Team Canada for stopping by, and very special thanks also to Principal Bowles for getting Penticton's youth excited about curling!



Top 10 ways to fill the stands

World Financial Group Continental Cup tickets are on sale and it's easy to secure the perfect seat – just go online to www.curling.ca/tickets. We would like to achieve our goal of 25,000 tickets sold.

We need your help selling tickets... you can talk about it, give a brochure, or play the Host Committee's "Top 10 ways to fill the stands" game:

- 1) Ask your boss if they have tickets because you're a volunteer
- 2) Ask your friends to buy so you can meet them in The Patch
- 3) Buy tickets for family for Christmas because you want to be able to see them in January
- 4) Invite friends and family from out of town to the event, they won't be disappointed
- 5) Start your own Facebook campaign
- 6) Create a blog to share your experience
- 7) Don't be shy – tweet about it
- 8) Tell everyone about the entertainment line-up but remember – you need a ticket to get in



- 9) Win tickets to the 2013 Tim Hortons Brier in Edmonton
- 10) Win tickets to the 2013 Ford World Men's Curling Championship in Victoria

**CONTEST DETAILS WILL BE ANNOUNCED SOON
– SO KEEP CHECKING YOUR EMAIL.**

IT'S GOING TO BE WORTH IT!

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VOLUNTEER
OF THE MONTH



SHERRIE BURECHAILO

Sherrie Burechailo is an enthusiastic curling fan who started playing the sport in small town Saskatchewan in the mid 1980s. After taking a 20 year hiatus to grow up and raise her four daughters, she began curling again at the Penticton Curling Club for the 2010-11 season. Quickly consumed by the sport, you can find Sherrie at the Club almost any night of the week!

Sherrie is also actively promoting the sport through promotion of the 2013 World Financial Group Continental Cup and is currently offering a ticket / merchandise / food & beverage package that can't be purchased anywhere else. Be sure to contact her if you have a business that may be interested in this corporate / VIP exclusive offer.

This year, along with curling on Mondays and Wednesdays, and **managing the lounges** for the WFG Continental Cup, Sherrie is also head of the coaching team for the junior program, and still has space available for those of you who may want to step forward and participate in this rewarding and exciting program. Junior curling is Thursdays 3:30 – 5:00PM.

Please don't hesitate to contact Sherrie directly with any questions, concerns or comments, 250-486-3812 or by email at gsmsherrie@yahoo.ca.

Print it, Clip it, Enjoy!

The **Black Iron Grill and Steakhouse** serves delicious meals as well as catering in Penticton, BC. Located at the Days Inn in Penticton they are looking forward to serving the dining needs of volunteers, fans, sponsors and everyone involved with the 2013 World Financial Group Continental Cup as a proud bronze sponsor of the event. Join them and experience great food at 15% off! They're ready!

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Meet your Event Staff



DIXIE LORENTZ

Sponsor Fulfillment Administrator
(on the left) taking a break on the
Going to the Sun highway.

A journeyman printer, graphic artist and motorcycle enthusiast with experience in newspaper and print production gives Dixie a solid platform for her position in sponsor fulfillment. She understands the value of presentation, message branding and the benefits of leveraging your sponsorship for maximum benefit. Dixie is fairly new to curling with her first experience being a Learn to Curl clinic in 2002. All it took was one slide for her to realize this was the best sport going. "It's the slide, the throw, the strategy and the people that make curling so much fun", says Dixie. And to be able to combine those things with a job – "imagine you can get paid to have fun" – well that's perfection!

Dixie's curling volunteer experience started with the 2004 Canada Cup in Medicine Hat. Since then she has worked on the World Financial Group Continental Cup, the Capital One Canada Cup, Scotties Tournament of Hearts, Tim Hortons Brier and Ford World Men's Curling Championship. This wouldn't be possible without having some pretty terrific people to work with – you've met three of them – Terry Morris and December Foster are the key players in the Penticton office and Jen Ogston in Winnipeg.

It all starts with building a media bench

At Penticton Home Hardware Building Centre, we have a full service 26,000 sq. ft. store with everything from building supplies to small kitchen appliances to gas fireplaces.



We are proud to be a gold sponsor working closely with Luke Bissonette, Director – Communications, Signage & Construction on the building aspects of the 2013 World Financial Group Continental Cup.

You will find fully stocked departments in plumbing, electrical, paints, tools, flooring, windows, seasonal, housewares, hardware and much, much more!

Our knowledgeable staff can advise you on all your project needs and our contractor sales representatives specialize in working with the professional builder to get the job done! "Come see us today!"

— www.pentictonhhbc.com

Can crowd noise affect my hearing?



Curlers love their cheering crowd, cow bells, whistles, drums and horns. But can fan support get too loud?

"We use a general guideline: if you're at arm's length and have to shout to be heard it's too loud," says audiologist Stephanie Sykes from the Connect Hearing Penticton clinic. "Your ears ringing, hurting or difficulty hearing for several hours after the game is your body's way of letting you know the sound level was too high."

Because prolonged exposure at high levels can lead to hearing loss we recommend carrying foam ear plugs in your pocket or purse. Fit snugly into the outer ear canal, they can block excessive noise so you enjoy the sound of the first rock as much as the hammer. For a free two week hearing aid trial visit a local Connect Hearing at 1.800.563.4327 (HEAR) or connecthearing.ca

World Financial Group
Continental Cup
Director of Lounges,
Sherri Burechailo poses with
Melissa Manten from the
Penticton Visitor Centre to show
Penticton that “You Gotta Be There!”



Super Volunteers

A special shout out to Ernie and Esther Hogg for holding down the fort (event office) September 24, 25 & 26. This dedicated duo are a lot of fun and are always available to lend a helping hand. That’s what volunteering for your community is all about – you are both appreciated!!! One thing you should know about Esther – “she’s got game” beating 72 teams to take the bonspiel championship. They are both active members of the Penticton Curling Club so you will be playing them in league or a bonspiel sometime soon.



Left to right: Ernie and Esther Hogg pose with Bev Dunne.



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