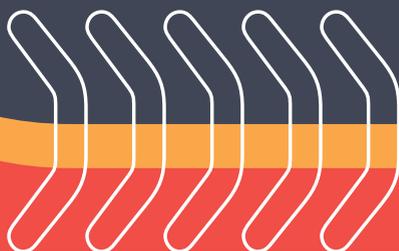


CANADIAN  
CURLING  
ASSOCIATION  
CANADIENNE  
DE CURLING



2013 > 14



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



I am pleased to have the formal opportunity to highlight some of the achievements and success stories that the Canadian Curling Association was able to accomplish during the past year. As the governing body for the sport of curling in Canada, the CCA is very proud to have been involved in numerous aspects that helped both advance and promote curling across Canada. Here are some significant highlights.

## Sochi And Podium Excellence

Our exceptional Canadian curlers were able to sustain their podium excellence in 2013-14. Canadian teams were simply magnificent at the Olympic Winter Games in Sochi, Russia, with Canada achieving a trifecta of gold medals — in men's, women's and Paralympic curling.

Those three gold medals were among eight international podium finishes, which included gold for our world junior women's and senior men's teams. Canadians also won silver at the Ford World Women's, silver at the world senior women's and bronze for our men's team at the FISU Winter Universiade.

I extend my sincere appreciation and admiration to all of the athletes who competed in major championships, both nationally and internationally last year.

## World Rankings

For the first time in history, one nation now sits on top of the World Curling Federation's international sport rankings, which includes 53 member nations around the world. Canada is now ranked No. 1 in the world in men's, women's and wheelchair curling — an accomplishment that not even Canada has ever before accomplished. It is a testament to Canadian curling and the high-performance programs that the Canadian Curling Association works diligently to implement for our sanctioned teams and National Team Program. Congratulations not only to our teams but also to our national coaches and high-performance administrators.

## Season Of Champions And Other Championships

The Season of Champions event portfolio consists of the most prestigious and prolific curling events in the world. Each year, these tournaments are watched by millions of fans across Canada. In 2013-14, we were once again fortunate to have wonderful host committees and exceptional volunteer support in every local community.

The 2013-14 Season of Champions began in November in Kitchener, Ontario, with the Capital One Road to the Roar, followed by the Tim Hortons Roar of the Rings in Winnipeg; the World Financial Group Continental Cup hosted in Las Vegas, Nevada; the M&M Meat Shops Canadian Juniors in Liverpool, Nova Scotia; the Scotties Tournament of Hearts in Montreal; and the Tim Hortons Brier in Kamloops, British Columbia. The final event of the

season on Canadian soil was the Ford World Women's in Saint John, New Brunswick.

## Grassroots And Development

One of the most important mandates of the CCA is to build capacity and develop our grassroots participation in curling. Organizational investments continue to be comprehensive, with several key initiatives worthy of mention.

Our partnership with the Rocks & Rings program has enabled us to introduce the sport to school children and other under-represented groups across Canada through school-based gymnasium programs. Last year, 228,162 students in 1,456 Canadian schools took part, with each school receiving a copy of the CCA's *Getting Started In Curling* teacher's guide. These numbers don't include the students' family members, teachers or school staff. Since 2009, this program has been in 4,631 Canadian schools with 689,548 participants. The one million mark is firmly within reach!

The CCA also continued to promote its "streetcurling" concept at key events around the country, including the inaugural Winnipeg Blue Bombers game at Investors Group Field. Thousands of potential curling enthusiasts got to use this unique curling apparatus, which can be set up in parking lots, malls and other prime locations — especially during the off-season — to help promote and recruit new people into the sport.

The CCA will continue to invest in its [www.startcurling.ca](http://www.startcurling.ca) web platform, which saw commercial spot ads on TSN and RDS throughout the year promoting the fun and excitement of curling and engaging potential curlers to join teams or try the sport for the first time.

## For The Love Of Curling

With a mandate to strengthen and provide financial support for Canada's curling facilities and curlers of all levels, the CCA launched its new philanthropic program, For The Love Of Curling.

Through this fundraising program, curlers finally have a chance to make a real difference to the sport they love. For The Love Of Curling is all about attracting the financial support needed to strengthen the Canadian curling community at all levels — curlers helping curlers.

For The Love Of Curling focuses on three key areas that need support now if curling is going to thrive: developing youth curlers, supporting clubs at the grassroots level, and investing in excellence in curling.

People can get involved with the country's only registered charity dedicated solely to supporting curling across Canada by visiting [www.curling.ca/ilovecurling](http://www.curling.ca/ilovecurling) (<http://www.curling.ca/ilovecurling>).

We sincerely appreciate your generous support.

Good curling!

**Greg StremLaw**

*Chief Executive Officer*

*Canadian Curling Association*





# Staff and Support Services



**Greg StremLaw**  
Chief executive officer



**Al Cameron**  
Director, communication and media relations



**Rachel Delaney**  
Co-ordinator, development and championship services



**Louise Delorme**  
Co-ordinator, national athlete services and coaching



**Warren Hansen**  
Director, event operations



**Danny Lamoureux**  
Director, championship services and curling club development



**Louise Ménard**  
Administrative assistant



**Paul Noble**  
Manager, event administration



**Gerry Peckham**  
Director, high performance



**Patricia Ray**  
Chief operating officer



**Karen Ryan**  
Executive assistant



**Glenn van Gulik**  
Director, information services and technology



**JoAnne Viau**  
Co-ordinator, financial services



**Karen Wan**  
Manager, event financial services



**Rachael Wilson**  
Director, fund development

## Season Of Champions Event Management And Marketing

DIRECTOR, EVENT OPERATIONS: Warren Hansen | DIRECTOR, NATIONAL MARKETING: David Beesley | MANAGER, LOCAL SPONSORSHIP SALES: Cathy Bowman | EVENT MASTER OF CEREMONIES: Stuart Brown | CO-ORDINATOR, PHOTOGRAPHY: Michael Burns | DIRECTOR, COMMUNICATION AND MEDIA RELATIONS: Al Cameron | CO-ORDINATOR, DEVELOPMENT AND CHAMPIONSHIP SERVICES: Rachel Delaney | MANAGER, NATIONAL MARKETING: Catharine Dunlop | MANAGER, LOCAL EVENT MARKETING: Andy Henry | MANAGER, MERCHANDISING: Robin Henry | EVENT MASTER OF CEREMONIES: Jim Jerome | CO-ORDINATOR, PHOTOGRAPHY: Andrew Klaver | EDITOR, EVENT DAILY PUBLICATIONS: Dave Komosky | DIRECTOR, CHAMPIONSHIP SERVICES AND CURLING CLUB DEVELOPMENT: Danny Lamoureux | EVENT SPONSORSHIP SALES: Kathryn Larsen | MANAGER, BAR OPERATIONS: Ken Lauzon | MANAGER, CLIENT SERVICES: Marylou Morris | MANAGER, EVENT ADMINISTRATION: Paul Noble | EDITOR, EXTRA END MAGAZINES: Laurie Payne | MANAGER, ENTERTAINMENT AND PRODUCTION: Roger Powell | CO-ORDINATOR, NATIONAL SPONSORSHIP: Matthew Schweiger | CO-ORDINATOR, MEDIA: Jeff Timson | MANAGER, EVENT FINANCIAL SERVICES: Karen Wan | CO-ORDINATOR, MEDIA: Robin Wilson | SEASON OF CHAMPIONS EVENT MANAGERS: Rob Dewhirst, Neil Houston, Gord McNabb, Terry Morris

# Message from the Chair



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

As most of you are aware, seven years ago the CCA made some tough decisions in order to move the organization forward. It decided to take the bold step of changing the way it conducts its business by adopting a new policy governance framework, which guides the

actions of the board of governors through collaborative communication with our chief executive officer and our member associations.

The result of this new framework can be seen throughout the entire organization. The CCA is now mortgage-free, with a healthy long-term financial reserve. And it continues to stage world-class events and lead our high-performance athletes in dominating our sport globally.

A recent Deloitte audit of winter sports showed that the CCA leads the pack in almost every category, setting the best-practice benchmark that other national sport organizations strive for.

The 2013-2014 curling season will go down in history as one of the most successful, highlighted by Canada's gold-medal sweep at the Olympic and Paralympic Winter Games in Sochi, Russia. It was not only a proud time to be a curling fan but a proud time to be Canadian. Never in the sport's history has one country swept all three gold medals.

In addition to this great accomplishment, the highlights of the CCA's year include:

- The CCA's newly created philanthropic program — For The Love of Curling — awarded 10 university athletes scholarships to help them continue their post-secondary education while still competing in our sport at a high level. In addition to the student/athlete scholarship program, For The Love of Curling will target future funds to the Curling Assistance Program and the further development of our high-performance program.

- Canada became the first country in the history of the sport to be ranked No. 1 in the world in all three curling disciplines — men's, women's and wheelchair.

- Canadian teams reached the podium in four of seven world championships this year, including gold-medal performances in the World Junior Women's and the World Senior Men's.

- Kevin Martin, George Cooke and Ron Hutton — the newest Canadian Curling Hall of Fame inductees — were honoured at the Hall of Fame gala at this year's CCA Curling Summit.

- Jany Tanguay of Jonquière, Quebec, was presented with the Asham Volunteer of the Year Award at the Tim Hortons Brier in Kamloops, British Columbia. In addition to organizing the curling competition at the 2013 Quebec Winter Games, Tanguay created Curl-O-Brunch, an innovative open-house concept that attracted hundreds of people to her home club and built awareness of curling in the region.

- Greg StremLaw, the CCA's chief executive officer, was elected chair of the Canadian Sport Tourism Alliance and co-chair of the Canadian Winter Sports Caucus; both appointments will assist in the promotion of the sport of curling.

Drawing on the strength of the past memorable season, I'm confident our organization will continue to amaze and set best-practice standards among national sports organizations. This truly is a proud time to be a fan of the sport of curling in Canada.

It has been an honour to serve as chair of this great organization. I am proud to be involved with a team of fellow governors, member associations, CCA senior management, staff, supporters and our many volunteers who work to improve our great sport at the local, national and international level.

**Hugh Avery**

*Chair, 2013-2014 CCA Board of Governors*

## 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 2013-14 Canadian Curling Association board of governors: (front row, from left) Bob Osborne, Marilyn Neily, Hugh Avery and Ron Hutton; (back row) Peter Inch, Cindy Maddock, Shirley Osborne, Lena West, Elaine de Ryk and Yves Maillet.





# Development

The Canadian Curling Association's development programs involve a series of initiatives aimed at raising awareness of the sport nationwide, retaining curlers and developing programs and material 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, 14 affiliate organizations and nearly one million Canadians who play the sport each year.

## Ads Recruit New Curlers

The final chapter in the ongoing ad-campaign saga of Johnny "The Hammer" Chow, Mary "Bullseye" Dobbin and Alex "The Hack" Marchand concluded last season with a series of television commercials that aired during the Season of Champions broadcasts on TSN and RDS.

The commercials originated after the 2010 Olympic Winter Games in Vancouver in an effort to recruit new curlers. Following the exploits of these fictitious club players in the fourth year of their club experience, our stars — firmly entrenched as members — each head out to create new curling teams for league play. The images show them recruiting hockey players, friends, neighbours and co-workers to join them on the ice as they "build their curling team!"

Johnny, Mary and Alex have been the popular cornerstones of a wall-to-wall awareness program designed to show that curling at your local club is fun, affordable and great exercise, that anyone can play and that you're guaranteed to meet new people!

The 30-second commercials — as well as those from previous years — aired more than 500 times on TSN and RDS.

## Discover Curling

The Discover Curling campaign is a long-term 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 ethnic populations 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 involve new participants in the sport fully.

In partnership with our provincial and territorial member associations, this past season the CCA staged 10 formal sessions across the country, with 88 participants trying the sport for the first time!

A new teaching manual and video for novice wheelchair curlers has been created and is available for the upcoming season.

## Adult Learn-To-Curl

The Adult Learn-To-Curl program, piloted in 2007, gained significant momentum last season, with more than 100 programs now active in Canadian curling centres.

The program's goal is to enhance the experience of new adult players, offering a year-long program that develops skills and improves retention instead of the traditional one-day clinics. Players receive professional instruction every week, fast-tracking their learning and development as recreational curlers.

After one season, new players are ready to join established leagues and are ready for competitions!

In 2015, the CCA, in conjunction with the World Curling Federation,



will develop a new novice instruction manual, new online videos and an updated curriculum for the Learn-To-Curl program.

## Rocks & Rings

The CCA's partnership with the Rocks & Rings program continues to exceed everyone's expectations as a significant development program that introduces curling to children and other under-represented groups across Canada.

Using unique floor-curling equipment in gymnasiums, the program offers elementary-aged students a high-energy, fun-filled session while they learn about the sport — its fundamentals and objectives, the delivery and how to sweep.

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

The 2013-14 season was the program's fifth full season and interest was once again outstanding — more than 228,162 students in 1,456 Canadian schools took part.

"The Rocks & Rings program is an amazing way to expose curling to young people who might never otherwise have given our sport a try," said Greg Stremlaw, the chief executive officer of the Canadian Curling Association, which is the exclusive national sport partner to Rocks & Rings



and provides funding to the program through the CCA's For The Love of Curling philanthropic program. "Rocks & Rings instructors make the sport fun and non-intimidating, and the hope is that this approach will translate into more young people visiting a curling centre and trying it out on the ice."

## Streetcurling

The CCA ramped up the streetcurling program, a realistic curling experience that made its debut at the 2012 Super Bowl in Indianapolis, Indiana.

The streetcurling equipment the CCA purchased to help create awareness for our sport was showcased at the Tim Hortons Brier in Kamloops, British Columbia, in Montreal at the Scotties Tournament of Hearts, and in January at Winter Celebration, a festival held at Ottawa's Rideau Hall at which Governor General David Johnston delivered some stones.

## The Business Of Curling

The Business Of Curling program is designed to help curling centres understand the business they are in as they face 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 and they are turning to marketing as a way to provide their customers with superior products and services.

Phase One can be a weekend or one-day regional symposium involving representatives of up to 100 curling clubs. 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 club 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 boards of directors and staff. Participants will be guided through the planning process and, as a group, will envision where they want their operation to be three to five 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 2013-14, Phase One symposiums were held in Ontario in Blind River, Timmins and Ottawa, where they were attended by 128 board members and staff of 40 different curling centres. A Phase Two session was held in Prince Albert, Saskatchewan.

## Volunteer Of The Year

Jany Tanguay of Jonquière, Quebec, is the winner of the 2014 Asham Volunteer of the Year Award in recognition of her significant contribution to the success of the Club de Curling Kénogami. Tanguay took over the junior and school programs at her home club for the 2012-13 season, revitalizing the sport in the region. She created Curl-O-Brunch, an innovative open-house concept that attracted hundreds of youth, adults and families and built awareness of curling in the area. She also organized the curling competition at the 2013 Quebec Winter Games.





# High Performance

## Sochi Gold Rush

The 2014 Olympic and Paralympic Winter Games produced the best-ever results for Canadian curling. Triple gold — a result never before achieved in the sport of curling by any nation!

Team Jennifer Jones dominated the women's competition, winning 11 straight games against the world's elite teams, while Team Brad Jacobs showed grit and determination, fighting its way back into contention and ultimately to the top of the podium after a slow start. "Resilience" and "fortitude" aptly describe the efforts of our Paralympic team skipped by Jim Armstrong, which battled challenging ice conditions en route to Canada's third consecutive Paralympic gold medal against an ever-improving international field.

Three medals of any colour would have been an exceptional outcome in Sochi, Russia, but three gold medals is simply outstanding and we are already focused on achieving that same objective in 2018. Go Canada!

The key element of any podium result is "performance on demand," and that's what our teams delivered in Sochi. The ability to produce your best when it matters the most has always been an elusive commodity in high-performance sport; the emotion of the moment often prevents an athlete from achieving a best-ever performance exactly when it is needed the most. To perform to your potential you must be well equipped with strategies to manage your thoughts and emotions, and trained to produce results under stress. Our focus heading into the new quadrennial will be to prepare our elite teams to be able to maximize their competitive skills and attributes in those moments that demand a world-leading performance.

Our Olympic qualification system — basically a "survival of the fittest" model — continues to serve us well, producing "tried and tested" teams

to represent us on the ultimate stage, while facilitating the ongoing development of the next generation by way of a very inclusive pre-trials process. An impressive combination of fans, media, television and sponsors rallies around the multi-step process, which culminates with the pressure-packed dynamic of the Canadian Curling Trials! The lead up to 2014 produced the interest, support and drama it was designed to achieve, and the golden results were simply the icing on the cake.

A number of countries have "dedicated" curling programs, in which athletes train and compete on a full-time basis in a similar manner to professional athletes, that put our athletes/teams at a certain disadvantage, given that most are both working and raising families. Since we aren't able to match the volume of training and competition of our international competition, we need to establish all of the available efficiencies.

"Training smarter" will definitely be our motto heading toward the 2018 Olympic Games in Korea. That process is initiated with a comprehensive "gap analysis" protocol in which each team that aspires to a podium performance undertakes a detailed assessment of its skills and attributes as compared to evidence-based performance standards. The next step is to craft an athlete/team-specific training plan designed to address all of the key performance elements essential to success on the international stage.

The CCA, along with our valued funding partners Sport Canada, the Canadian Olympic Committee and Own the Podium, continues to invest in the key stages of Own the Podium's Athlete Development initiative, which will be critical to sustaining our international status in years to come.

We strive to be the No. 1 curling nation in the world and that's no easy task. Our ability to identify and develop young, up-and-coming talent is at the top of our high-performance initiative list and our member associations





have a key role to play in that process. Curling is dedicated to establishing performance standards at every age and stage of our podium pathway, and then creating supporting programs and services for the stars of tomorrow.

The La Relève program focuses on the dedicated teams that have the potential to represent Canada internationally and are on the cusp of a breakthrough season. The members of Team Jacobs are all graduates of this program and have obviously graduated with honours!

We would like to acknowledge the effort and performance of the following Canadian teams that wore the Maple Leaf with great pride and did us all proud:

- Team Kelsey Rocque:** world junior women's — gold medal
- Team Braden Calvert:** world junior men's — exceptional performance
- Team Rachel Homan:** world women's — silver medal
- Team Kevin Koe:** world men's — exceptional performance
- Team Colleen Pinkney:** world senior women's — silver medal
- Team Wayne Tallon:** world senior men's — gold medal
- Team Wayne Tuck:** world mixed doubles — exceptional performance
- Team Laura Crocker:** world Universiade — exceptional performance
- Team Brendan Bottcher:** world Universiade — bronze medal

### Long-Term Athlete Development Model

Curling is one of the oldest sports in Canada and Canadians have long traditions of recreational involvement and competitive achievement 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 entry-level skill development programs and high-performance training opportunities.

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 is designed to promote and support participants in both.

Promoting competitive 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 athletes, coaches 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. We would like to acknowledge the dedicated group of professionals that helped produce amazing results internationally last season. This group includes, but is not limited to, the following world-class coaches, team leaders and program managers: Elaine Dagg-Jackson, Rick Lang, Paul Webster, Wendy Morgan, Joe Rea, Wayne Kiel, Jim Waite, Kyle Paquette, Helen Radford, Bill Tschirhart, Jennifer Ferris, Karen Watson, Rob Krepps, Melissa Soligo, Andrea Ronnebeck and Garry Coderre.

As proud as we are of the past season, we aren't resting on our laurels; we are hard at work getting ready for an assault on 2018 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, 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 20th year last year and boasted more than 331 hours of live broadcast coverage exclusively on TSN/TSN2 and 306 hours of French-language coverage on RDS/RDS2.

The first event of the 2013-14 season — the Capital One Road to the Roar Canadian Curling Pre-trials — was staged November 5 to 10 in Kitchener, Ontario, at the Kitchener Memorial Auditorium. A triple-knockout competition, the pre-trials determined the final two men's and women's teams to compete at the 2014 Tim Hortons Roar of the Rings Canadian Curling Trials in Winnipeg.

The four teams to advance were Edmonton's Val Sweeting, Renée Sonnenberg of Grande Prairie, Alberta, Brad Jacobs of Sault Ste. Marie, Ontario, and John Morris of Kelowna, British Columbia.

The season's second event, the Tim Hortons Roar of the Rings,

determined who would represent Canada at the 2014 Olympic Winter Games in Sochi, Russia. Operated by the CCA for the fifth time, the trials — round-robin preliminaries followed by three-team playoffs — took place in Winnipeg at the MTS Centre December 1 to 8.

From a field that included what many consider the best eight men's and women's teams in Canada, Brad Jacobs and Winnipeg's Jennifer Jones emerged as Canada's standard bearers.

The 10th World Financial Group Continental Cup was held January 16 to 19 at the Orleans Arena in Las Vegas, Nevada, with Team North America defeating Team World 35 to 25. North America now leads the series 6-4.

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.

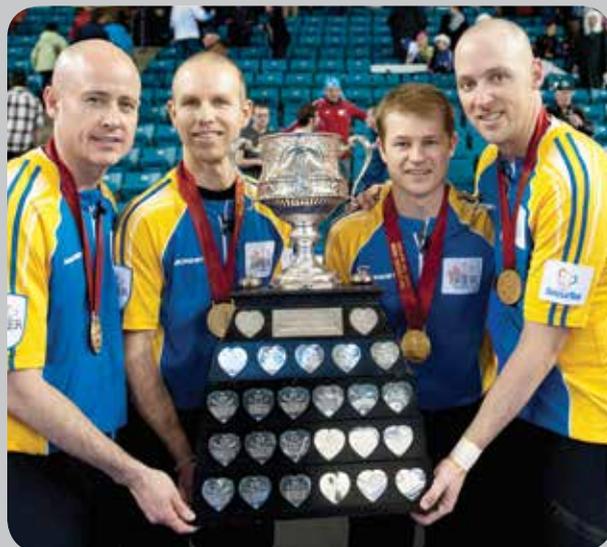
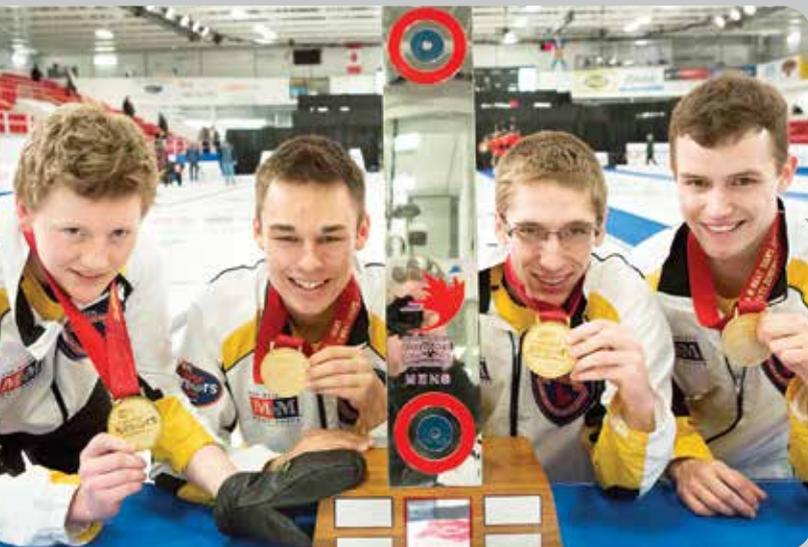
A total of 60 points is available from the competition's four disciplines — mixed doubles, singles, team and skins.

The Canadian junior men's championship, the world's second oldest curling event, dates back to 1947. 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 14 provinces and territories represented in both the men's and women's fields. The winners advance to represent Canada at the World Juniors.

The Liverpool Curling Club and Queens Place Emera Centre in Liverpool, Nova Scotia, played host to the M&M Meat Shops Canadian Juniors January 18 to 26, with Alberta's Kelsey Rocque taking first-place





women's honours and Braden Calvert claiming Manitoba's eighth 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. Ontario's Rachel Homan and her Team Canada mates won their second consecutive Hearts title in 2014, earning them the right to represent Canada at the Ford World Women's in Saint John, New Brunswick.

The 2014 Scotties Tournament of Hearts, held February 1 to 9 at the Maurice Richard Arena in Montreal, was the 54th Canadian women's championship and the 33rd year of Kruger Products as the title sponsor.

The Brier, which celebrated its 85th year in 2014, is recognized as the oldest and best-known curling event in the world. The 2014 edition of the Canadian men's curling classic was hosted at Interior Savings Centre in Kamloops, British Columbia, March 1 to 9. Alberta's Kevin Koe won his second Tim Hortons Brier title and the right to represent Canada at the World Men's Curling Championship in Beijing, China.

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 2014, the 12-team Ford World Women's was held March 15 to 23 at Harbour Station in Saint John, New Brunswick, and was won by Switzerland's Binia Feltscher. Canada's Rachel Homan won silver.

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 four other championships — the Canadian Mixed, Canadian Seniors, Canadian Mixed Doubles Curling Trials 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 2014 championship — held in Ottawa at the Rideau Curling Club November 16 to 23, 2013 — was won by Alberta's Darren Moulding.

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 2014, the Canadian Seniors was staged March 22 to 29 at the Yellowknife Community Arena and Yellowknife Curling Centre, and was won by Nova Scotia's Alan O'Leary and Lois Fowler of Manitoba. The senior champions will represent Canada at the 2015 World Senior Curling Championships next April.

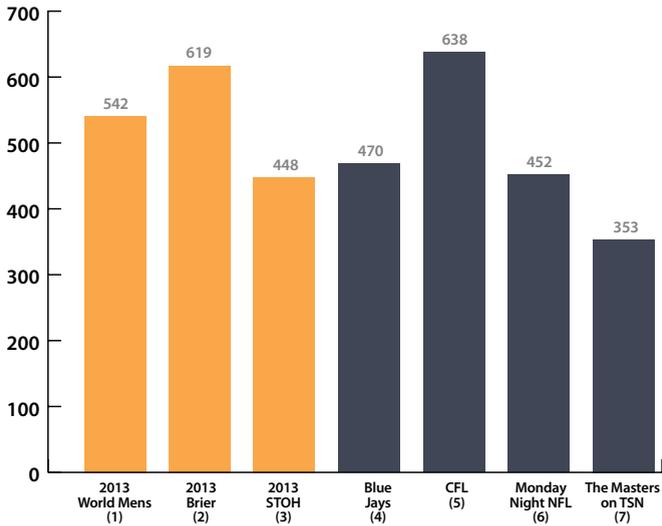
For the second time in the history of Canadian curling, the Canadian Mixed Doubles Curling Trials were held March 19 to 23 at the Ottawa Hunt and Golf Club. The victorious twosome — Ontario's Wayne and Kim Tuck — represented Canada at the 2014 World Mixed Doubles in Dumfries, Scotland, at the Dumfries Ice Bowl. Cousins Michelle and Reto Gribi gave Switzerland its fifth world title in the eight-year history of the event. Canada finished in ninth place in the 34-team field with a 7-1 record.

The 11th Canadian Wheelchair Curling Championship was hosted April 28 to May 4 by the Boucherville Curling Club in Montreal and was won by Manitoba's Dennis Thiessen.

The seventh annual CIS-CCA Canadian University Curling Championships were held March 19 to 23 at the Caledonian Curling Club in Regina. The winners were Matt Dunstone of the University of Manitoba Bisons in Winnipeg and Jamie Sinclair of the Carleton University Ravens in Ottawa.



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

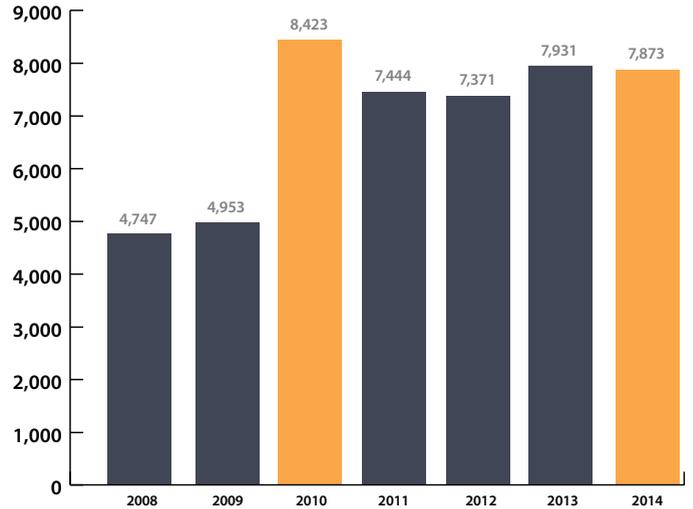


■ Curling — Prime-time draws, excluding playoffs, semifinals and finals  
 ■ Other sports properties

**Notes:**

- (1) 4-draw average, excluding playoffs, semifinals and final
- (2) 7-draw average, excluding playoffs, semifinals and final
- (3) 7-draw average, excluding playoffs, semifinals and final
- (4) Season average, April to September 2013
- (5) Season average, June to November 2013
- (6) 17-game average, September to December 2013
- (7) 4-round average, April 2013 (rounds 1-2 live, 3-4 tape-delayed)

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



■ 2010 Olympic season — includes pre-trials and Canadian Curling Trials but excludes Canada Cup and Continental Cup  
 ■ 2014 Olympic season — includes pre-trials, Canadian Curling Trials and Continental Cup but excludes Canada Cup

Source: Nielsen Media Research

# Partners

## Season Of Champions Sponsors



## Official Broadcaster



## Funding Partners



## Business Partners



## ACKNOWLEDGMENTS

The Canadian Curling Association extends its sincere appreciation to its 14 member associations and 14 affiliate organizations.

### MEMBER ASSOCIATIONS

Alberta Curling Federation  
[www.albertacurling.ab.ca](http://www.albertacurling.ab.ca)

Curl BC  
[www.curlbc.ca](http://www.curlbc.ca)

Curling Québec  
[www.curling-quebec.qc.ca](http://www.curling-quebec.qc.ca)

CurlManitoba  
[www.curlmanitoba.org](http://www.curlmanitoba.org)

Curl Prince Edward Island  
[www.peicurling.com](http://www.peicurling.com)

CurlSask  
[www.saskcurl.com](http://www.saskcurl.com)

New Brunswick  
 Curling Association  
[www.nbcurling.com](http://www.nbcurling.com)

Newfoundland and Labrador  
 Curling Association  
[www.curlingnl.ca](http://www.curlingnl.ca)

Northern Ontario  
 Curling Association  
[www.curlno.ca](http://www.curlno.ca)

Northwest Territories Curling  
 Association  
[www.nwtcurling.com](http://www.nwtcurling.com)

Nova Scotia Curling Association  
[www.nscurl.com](http://www.nscurl.com)

Nunavut Curling Association  
 Tel: (867) 645-2534

Ontario Curling Association  
[www.ontcurl.com](http://www.ontcurl.com)

Yukon Curling Association  
[www.yukoncurling.ca](http://www.yukoncurling.ca)

### AFFILIATE ORGANIZATIONS

Canadian Deaf  
 Curling Association  
[www.deafcurlcanada.org](http://www.deafcurlcanada.org)

Canadian Firefighters  
 Curling Association  
[www.cffca.ca](http://www.cffca.ca)

Canadian Police  
 Curling Association  
[www.policecurling.ca](http://www.policecurling.ca)

Canadian Postal Employees  
 Curling Classic  
[www.postalcurling.ca](http://www.postalcurling.ca)

Curl Atlantic  
[www.curlatlantic.com](http://www.curlatlantic.com)

Hamilton and Area  
 Curling Association  
[www.hamiltoncurling.com](http://www.hamiltoncurling.com)

Northern Alberta Curling Association  
[www.northernalbertacurling.ca](http://www.northernalbertacurling.ca)

Ontario Blind Curlers Association  
 Tel: (613) 722-8084

Ontario Curling Council  
[www.ontariocurlingcouncil.com](http://www.ontariocurlingcouncil.com)

Optimist Junior Interclub  
 Curling League  
[optimistjuniorcurling.ca](http://optimistjuniorcurling.ca)

Ottawa Valley Curling Association  
[www.ovca.com](http://www.ovca.com)

Peace Curling Association  
[www.peacecurl.org](http://www.peacecurl.org)

Southern Alberta Curling Association  
[www.saca.ca](http://www.saca.ca)

Toronto Curling Association  
[www.torontocurling.com](http://www.torontocurling.com)

# Finance

## Balance Sheet As at April 30

	2011/12	2012/13	2013/14
<b>Assets</b>			
<b>Current</b>			
Cash	\$ 2,842,159	\$ 2,536,167	\$ 2,804,436
Accounts receivable	2,370,809	1,456,794	1,288,751
Sales taxes receivable	504,894	672,395	498,603
Prepaid expenses	114,330	226,488	114,247
	5,832,192	4,891,844	4,706,037
<b>Tangible capital assets</b>	<b>696,170</b>	<b>633,917</b>	<b>586,493</b>
<b>Intangible capital assets</b>	<b>53,025</b>	<b>10,394</b>	<b>–</b>
	<b>\$ 6,581,387</b>	<b>\$ 5,536,155</b>	<b>\$ 5,292,530</b>
<b>Liabilities And Net Assets</b>			
<b>Current</b>			
Accounts payable and accrued liabilities	\$ 2,243,175	\$ 2,175,287	\$ 1,696,028
Government liabilities	7,673	10,330	10,527
Deferred contribution	681,250	688,250	917,250
Current portion of long-term debt	224,059	–	–
	3,156,157	2,873,867	2,623,805
<b>Net assets</b>			
Internally restricted for invested in tangible capital assets and intangible assets	525,136	644,311	586,493
Internally restricted reserve	1,197,619	866,942	866,942
Unrestricted	1,702,475	1,151,035	1,215,290
	3,425,230	2,662,288	2,668,725
	<b>\$ 6,581,387</b>	<b>\$ 5,536,155</b>	<b>\$ 5,292,530</b>



## Comparative Income Statement For the year ended April 30

2011/2012

2012/2013

2013/2014

### Revenue

Domestic	6,694,759	6,363,075	6,961,551
International	166,700	148,000	122,270
High performance	1,999,300	1,991,000	2,213,695
Management	920,059	1,053,665	966,838
Other	443,382	542,544	891,155
<b>Total revenue</b>	<b>10,224,200</b>	<b>10,098,284</b>	<b>11,155,509</b>

### Expense

Domestic	5,243,172	5,820,066	5,566,898
International	361,316	514,883	383,898
High performance	2,331,456	2,251,833	2,806,688
Management	1,844,275	2,113,792	2,288,110
Other	216,473	160,652	103,478
<b>Total expenses</b>	<b>9,996,692</b>	<b>10,861,226</b>	<b>11,149,072</b>

**Surplus** 227,508 (762,942) 6,437

**Accumulated surplus after year-end** 3,425,230 2,662,288 2,668,725

## 2013-14 Revenue

Category	Amount	Percentage
Sponsorships	6,055,895	54%
Sport Canada/Own The Podium	3,080,000	28%
Event revenue and funding	271,735	2%
Other funding agents	59,567	1%
Other revenue	1,214,904	11%
Affiliation fees	325,838	3%
Competitor fees	147,570	1%
<b>Total</b>	<b>\$ 11,155,509</b>	<b>100%</b>

