

The Business of CURLING

Le curling, nos affaires

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Curling stones

The mystery about good rocks

By Bruce Deachman

Red/Brown Trefor Granite



Common Green
Ailsa Craig Granite



Blue Trefor Granite



Blue Hone Granite



In all serious sports, the cream eventually rises to the top. Competition separates the wheat from the chaff. For the longest time in curling, however, the chaff was left on the ice, the detritus of pounding corn-brooms up and down its length.

But then curling began to literally clean up its act. By the late-1970s, the corn broom had, but for small pockets of resistance, been relegated to museums and basements, replaced by cleaner, more effective brooms.

Soon after, the sport turned its attention to the art of ice-making. Scrapers like

the Ice-King and Rinkmaster came along and smoothed out some of the game's inconsistencies. Concrete floors offered a solid alternative to heaving dirt ones. The effects of different types of water were studied and tinkered with, and curlers everywhere found their games had improved. The very sport itself underwent a radical transformation, as the adoption of the three- and four-rock rules changed both pace and strategy.

Few could argue that these widespread changes didn't have a marked and beneficial effect on curling.

And then there were the rocks. Forty-odd pounds of ancient granite, wheeled and molded into a familiar shape, a handle attached, and thrown in such a way that, in the right hands, it could perform feats of magic that sometimes appeared to defy the very laws of physics. Despite all of the sport's recent improvements, though, curling stones had changed very little in the past fifty or sixty years. In fact, given granite's relative stability, these were often the exact same rocks that were being thrown fifty or sixty years ago.

Now even that's changing.

As study and technology have driven curling to some imagined level of perfection, the rocks have been the last thing to change. Time was, though, that dirty, uneven ice and a game that once relied on far less 'touch' made inconsistencies in rocks very difficult to determine. The differences in a mismatched pair of rocks could once easily be attributed to any number of causes, and often could only be spotted by the most accomplished of curlers.

These days, even an average club curler can tell when one stone is curling more than another, or when more weight is required to throw the same draw that worked a shot earlier.

And so more and more clubs are hearing the same message from their members: the ice is great, they say, but the rocks aren't. Do something.

And more and more ARE doing something. Inserts. Reconditioning. Complete replacement. And as one club adjusts its rocks, others look at them and think, "They did something about their rocks. Why don't we?"

Is it necessary? Or simply a domino bandwagon reaction? Or some combination of the two?

That really all depends on your rocks. And who you talk to.

The problem is that most people don't really know much about curling stones. They're made of granite, yes, and aren't permitted to weigh more than 44 pounds. If you throw them perfectly straight down the centre-line, and put a slight rotation on them before letting go, their path will curve away from centre. And that's about it.

But consider that a four-sheet club will spend on new rocks about what you'd spend on a luxury car. And suppose you told your friends that you were going to buy a new car, but that all you knew about cars -and all you cared to know-

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stones

Blue Hone Granite

This type of granite is light gray in colour, with random white specks throughout the stone. Half moon shaped chips can be found in the strike bands of blue hone stones that have been used for many years.

Red/Brown Trefor Granite

Characterized by its colour, usually a light to dark reddish brown, this granite is a larger grained granite with white and black flecks that run throughout the stone. This granite is suitable for both reconditioning and inserting. Second to blue hone granite in running surface quality, red/brown trefor is the number one quality granite for striking bands. Note: striking bands on quality curling stones do not last forever. Overtime the trefor granite will wear flat, because of this characteristic it is important to have the striking bands re-shaped to their original convex shape, approximately every 25 years. This ensures proper hitting and will prevent chipping above and below the striking bands.

Blue Trefor Granite

Usually a bluish gray in colour, this granite also has white and black flecks throughout. This granite can be reconditioned but is more prone to premature pitting in its lighter shades. Like all trefor granite, blue trefor is an excellent candidate for inserts. As mentioned in the red/brown trefor section, it is important to keep in mind that the striking bands of trefor granite stones do start to wear flat overtime. Re-profiling the strike bands to their original shape will prevent any inconsistencies in the stones when they are hit and will stop any chipping from occurring above or below the striking band.

Gray Trefor Granite

Grayish brown in colour, this granite like the blue trefor has white and black flecks throughout. It also is prone to premature pitting, but stands up well to hitting. Inserting of gray trefor is highly recommended. As it is part of the trefor family, all of the characteristics mentioned in the other trefor sections do apply to the gray trefor granite.

Keanie Granite

This granite is pinkish in colour, it has large white spots and black flecks throughout. Keanie is a porous granite and is very susceptible to large pitting in the running surface. Due to this porosity, the striking bands wear rapidly and flat spots develop from hard hits. The granite beneath the striking band is crushed everytime a rock is hit. Neither inserting nor reconditioning is recommended for this granite. If your club's stones are made from this type of granite, serious consideration should be given to replacing your stones. Your keanie stones can be used as a trade in on a new set of trefor stones, or on a newly remanufactured set of insert stones. (Please see both the new stones section and the reconditioning and repair section)

Common Green Ailsa Craig Granite

Greenish in colour with large black flecks that usually has white deposits around them. Due to the dissolvable materials in this granite that causes premature pitting, reconditioning is not recommended. Inserting this type of granite is possible, however it depends solely on the condition of their strike bands. Like the blue hone granite, the striking bands of the common green stones also begin to chip in half moon shapes. The number and depth of the chips should give you an idea of the life that is left in the striking bands. These chips are not considered repairable once they have begun.

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Curling stones

The mystery about good rocks

Continued

By Bruce Deachman

was that you turned the key and they somehow started. "What kind of car?" your friends might ask. "I don't know," you reply. "The guy said he'd sell me a car for \$30,000. It sounded like a good deal." ABS brakes? A mystery. Front-wheel drive versus rear? Ahh, the salesman will tell me what's best, right?. Four-cylinder versus six? Air bags? Warranties? Leasing or buying? Don't confuse me with such trivial matters.

Are your curling rocks not doing what they should? You can fix that. Your options, though, are as varied as a car's.

Buyer beware.

Once upon a time, there was very little choice. Curling stones were the game's equivalent of the Model-T Ford. One style, one colour.

For nearly a century -until the mid-twentieth-century- most curling stones were made of granite from Ailsa Craig, an island roughly 16 kilometres off the Scottish coast at the mouth of the Clyde River. The coarse-grained igneous rock was dynamited from volcanic outcrops and shipped to the mainland, where it was made into curling stones.

Ailsa Craig provided two types of granite; Common Green and Blue Hone. Common Green, as its name implies, is greenish in colour, with large black flecks surrounded by white deposits. Blue Hone, as its name *does not* imply, is light grey with white specks.

Both Common Green and Blue Hone give excellent running surfaces to a rock - that thin circular band that comes in contact with the ice. But, because of dissolvable materials in the granite -which causes pitting, coupled with the granite's high density, they made for poor striking bands.

By the 1940s, Ailsa Craig's isolation and the attendant high costs of extraction there led to a new source of curling granite. Trefor granite, found in North Wales, didn't quite match the Blue Hone's running surface, but its striking-band properties were, well, striking. And it was far more accessible than the Ailsa Craig.

According to Fred Veale, owner of Canada Curling Stone Co. in London, Ont., clubs were discovering by the 1950s that the Scottish granite was too dense, and chipping in the striking band was becoming a problem.

"Very few clubs have Blue Hones that are in good shape any more," he says, "and those that do probably won't get more than ten more years out of them."

Perhaps the most popular form of rock repair these days is inserts, in which a disc of Blue Hone granite is put into the bottom of a club's existing rocks.

Veale does it, and for about \$4,000 per sheet. "Stones aren't good one day and bad the next," he says. "As it gets scratched, develops pitting, gets abused... those are the things that make a stone inconsistent."

Brand new stones, which he makes and sells for about \$7,400 per sheet, should last for between fifty and sixty years. Inserts, he says, between twenty and twenty-five.

But running surfaces, he adds, are only part of the problem. "The big thing that clubs fail to look at is the outside of the stone. The running surface, with inserts, is fixable anytime. But the outside of the stone, if you let it wear so flat that it chips... As soon as you get granite to a flat, and there becomes a sharp edge, top and bottom, then you get chunks of granite peeling off. And tapbacks, doubles, the accuracy of the angles, all those things are factors of the strikeband."

Al Thompson, of Manitoba's Thompson Broom Manufacturers, also does inserts, and says that it's your better club curlers that will tell you when you need to do something with your rocks.

"They'll let you know," he says. "In most cases, the reason clubs are refurbishing their stones is that five of the six granites used over the years are susceptible to absorbing moisture which, when it freezes, expands nine percent and causes particles to break out on the running edge. They don't all pit the same, so they don't run the same."

Thompson has two methods to refurbish stones, and two different materials with which he does it.

Like Veale's and other companies, he does inserts, drilling a 6-1/2-inch-wide hole a half-inch deep into the bottom of the stone and replacing it with Blue Hone granite.

Unlike others, though, he doesn't just use Blue Hone granite for his inserts. He believes that a superior result can be attained by using porcelain tile, as dense as Blue Hone, but without impurities, eliminating calcium pitting on the running surface.

Thompson has also developed a process in which he slices the bottom half-inch of a rock off, and replaces that with either Blue Hone or tile. The cost is slightly less than inserts and, he says, more effective.

For starters, the glue seam on his slicing method is further from the ice surface than with inserts, making moisture absorption less likely. Secondly, he points out, the different densities between Blue Hone and other types of granite that it is being inserted into will cause different rates of expansion and contraction, so much so that a heavy takeout with an insert stone can cause fractures or even a broken insert.

"The proof of the pudding is in the tasting," he advises. "Get samples; at least two, if not a sheet, and check them out for a week, a month. I really urge clubs to do that."

According to ice technician Dave Merklinger, the jury is still out deciding the effectiveness of tile and a replacement for granite.

"In my opinion it's too hard," he says, "you don't get a natural abrasion to it, so it runs fast and straight."

But Merklinger agrees that if your club's rocks are made of a porous granite -he lists Common Ailso and Blue Trefor among the more porous- and are in poor shape, inserts are the way to go.

"If they're in bad shape," he says, "you shouldn't recondition them. But if you have decent stones, get them reconditioned."

Merklinger's club -Vancouver's Royal City- recently had Blue Hone inserts put in their rocks by CanCurl, out of Dorval, Quebec. At \$4,400 per sheet, CanCurl's are the most expensive inserts around. So why theirs?

"Because Shorty (Jenkins) and I worked with CanCurl, trying to design a running surface," says Merklinger. "They were willing to work with us."

The newest kid on the block, CanCurl approached Merklinger, Jenkins and ice-makers Hans Wuthrich and Jamey Bourassa to help design their running surface.

"We went to them and asked what they didn't like about our competitors' rocks," says Keith Kobelt, who owns CanCurl. The result, he says, is a rock that curls more, with a lead edge that is less aggressive and doesn't cut down the pebble as much.

CanCurl matches their stones using the same process employed for Brier stones, and, like Veale, also recontours striking bands, which flatten out over time, making raises and runbacks more difficult.

Kobelt points out that they also have an extensive after-sales service program, using some of the aforementioned ice-makers.

Unlike inserts, reconditioning is when stones are ground to their original -albeit slightly lighter- condition. The disadvantage of reconditioning is that if your granite is given to pitting, it will be again. The advantage is that reconditioning costs roughly one-quarter what inserts do (Inserts cost in the neighbourhood of \$3,500-4,400 per sheet).

Olson's Curling Supplies, in Edmonton, only does reconditioning, and Gord Fooks says it's an economical way to solve the problem of worn-down running surfaces.

"The only difference," he says, "is that you're only working with the Trefor granite, whereas with the inserts, you're putting in Blue Hone, which is much denser and finer. It doesn't pit as much and wears a lot slower."

Fooks also contends that much of the trend to inserts is a monkey-see, monkey-do phenomenon.

"That's the type of rocks they're using at the Brier and all the big competitions," he says. "Clubs see the big boys using them, so that's the route they want to go."

But, he adds, reconditioned stones retain their original advantages. "I feel a club's better off with the normal Trefor granite, because it does curl better. With the Blue Hone, you have to be a better curler and have a better icemaker to get the rock to curl."

Olson's process of reconditioning, he says, uses a set pattern for grinding, giving all of the stones an identical running surface which, in turn, should give a club better-matched rocks.

Certainly, Fooks is not the only person who is suspicious of the recent insert

craze. Goldline's Doug Flowers suggests that the motives of the insert industry aren't necessarily altruistic. Goldline stopped doing inserts last year, when their craftsman retired. If he could find a capable enough replacement, Flowers says, they'd still be doing them.

"But the people who are involved in resurfacing and reworking rocks now have convinced people that Blue Trefor and Brown Trefor stones are not good at all in terms of running bands, and that, irrespective of how they're performing, they should be putting Ailsa Craig Blue Hone inserts into those stones," he says. "I think that is more motivated by self-interest than it is by the need of the curling club."

"If the Brown Trefor or Blue Trefor stones are resurfaced properly," he adds, "they will provide excellent performance for a number of years. You don't need to go to the expense of inserting. That trend is led by people who are wanting to put inserts into stones."

Flowers isn't knocking the process. In fact, he believes that it is ultimately the best solution. "But it's not the most economical," he says, "and it's not necessary in many cases."

Not necessary in very many cases at all, if you'd listen to Shorty Jenkins. "I've been studying rocks since 1969," says the king of icemakers, "and my nose is really out-of-joint right now."

"Clubs are inserting too much," he adds. "Why have rocks been so straight for the last four years?"

Why? Jenkins points to four possibilities: one, that you have an icemaker who is not a curler. Two, you have an icemaker who is too proud. Three, that your icemaker is a know-it-all. And four, it's the rocks. The first three will allow you to blame Jenkins for a lot, but not the fourth.

"I think that eighty percent, or more, of the problem is in the rocks," he says. Blue Hone granite, he explains, has such a fine grain that it polishes itself and eventually straightens out.

"You see it at the Brier," he says. "You want to play board-weight, and you put the broom wherever you want to hit the rock."

"If you treat rocks right, they won't pit."

Jenkins points to the four sheets of Blue Trefor rocks he unpacked at his CFB Trenton curling club back in 1973. "They're still going," he says, and on the same side. That's 30 years. Why are they still going?"

Granites vary, he says, but the only two to avoid are Keannie and Indian granites. "The rest of them you could live with very easily."

Jenkins advises clubs to form rock committees, just as they do for other facets of their operation, to learn about and maintain their stones.

Next Issue:
maintaining your stones

World University Games

The 21st Winter Universiade will take place in the city of Tarvisio located in the region of Friuli-Venezia Giulia, Italy. The eleven day winter sport event is scheduled to take place from January 16th to January 26th, 2003. The Universiade takes place every two years in various cities all over the world. The Games in Tarvisio will feature over 50 sporting events, encompassed in the following 10 sports: Alpine Skiing; Cross Country Skiing; Ski Jumping; Nordic Combined; Biathlon; Ice Hockey; Short Track Speed Skating; Figure Skating; Snowboard; Curling; and Carving (demonstration sport).

The Canadian Curling Association was asked by the Canadian Interuniversity Sport (CSI) to be come involved in the process of determining teams for Tarvisio and then 2005 in Austria. The CCA agreed eyeing a terrific opportunity to jump start intramural curling at the university level.

The McEwen and Scharf rinks were chosen as Canada's representatives based on their victories at the Western Canada University Curling Championships last February in Brandon, Manitoba.



Canadian Men's Team for 2003 World University Games (L to R): Mike McEwen (skip), Denni Neufeld (third), Sheldon Wettig (second), Nolan Thiessen (lead), Ed McEwen (coach), Marc Kennedy (fifth - inset).



Canadian Women's Team for 2003 World University Games (L to R): Krista Scharf (skip), Amy Stachiw (third), Laura Armitage (second), Maggie Carr (lead), Bill Charlebois (coach).

This story, unfortunately, is all too commonplace in our volunteer driven industry. We have too much to do and sometimes forget about the lifeblood of our buildings - the new recruit. This is a true story sent to the Business of Curling® magazine unsolicited. The young woman's name is Nicole Choptain and, while we have omitted the city involved, this occurs often right across the country. The lessons to be learned are simple. Read about...

A New Curler's Experience

by Nicole Choptain



After years of planning to start curling I finally did and loved it - the sport, not the club. My first experience delayed my introduction to the sport by 4 years! I called a club early in the fall to join a beginner league as I just moved to the city. When I phoned I was told most of the teams had already been formed but that my name could be added to "substitute" list. But, the idea of starting a new sport irregularly with new people each time was intimidating. Instead of a regular group to get to know and feel comfortable around and progress with, I was unsure. But with determination I added my name to the list.I was called once. Mistake #1: New people do not like to be forgotten and not included.

Years later a friend at work told me that most clubs have a "learn to curl program" and that would help me to gain some basic skills and meet some other beginners. So where do I find out about these mystery training sessions? Mistake #2: Promoting new events and programs within your club alone does not encourage new people to join.

I checked the City Recreation Program Guide and spotted a "learn to curl" program for a one time morning session. I signed up and went. Mistake #3: New curlers, golfers, etc. often do not fall in love with the sport in one session.

They often learn more about what they can't do than can. Luckily, a friend told me about a four week "learn to curl" program at another club; a program not listed in the city's program guide, or newspaper. The program was great, and by the end of the fourth class I could actually make a few shots and see my progress. The session ended just before Christmas. Over the holidays I thought about how I really enjoyed the sport. So I called the club in January to see if they were offering another "learn to curl" program only to discover that one had already started and was half over! Mistake #4: New curlers like information, mail, e-mail or phone calls, to be told of upcoming programs and to be welcomed to the club.

So with my new slider I got for Christmas I showed up for the last two classes. That was now over two months ago and I have never been asked back, sent information about club leagues and fees, or encouraged to join. I will continue to curl, but not at any of these clubs. At this point I'm not shopping for a sport; I'm shopping for a club! Mistake #5: The interest in the sport will bring the new curler back to the sport, not the club.

For all three clubs, I was never contacted by the club, not invited back to an open house to meet other people nor provided any help to meet other beginners

to form a team. Also, none of the clubs took my name and address and sent information about membership, fees, and league structure or deadlines. Instead of joining a league I joined a dance class. This fall I will call a new club in the area I am moving to and attempt to meet other beginners to start a team, but it would be nice if the club made it a little easier for the new curler!

Is there a moral to this story? You bet! Would it be difficult to remedy this "problem"? No!

Here are a few tips to deal with Nicole's list of mistakes made by the curling clubs.

Mistake # 1 - This is probably the most difficult issue to deal with as most Canadian curling clubs move towards team entry only leagues. How does the single player with little or no experience get access to your programs? Try promoting open entry mixed leagues that include training / instruction not only prior to league play, but also offer more instruction during the first month of play. Draw-from-the-board leagues are re-gaining some popularity in facilities - especially family leagues. Both of these are terrific opportunities for new people looking for a little competition, a little training and a chance to meet new friends.

Mistake # 2 - A major Canadian city recently released their 2002-2003 annual recreation guide and delivered it to every city address. Although there are more than 10 curling facilities in this particular city, there was not a single mention of a curling program in the guide! Do a little research where you can promote your

club and its programs. You will find many opportunities to do this at little or no cost and with significant impact. For example, newspapers, cable television and radio stations all offer public service announcements (PSAs). Use them! And don't forget the city or town's recreation guide either!

Mistake # 3 - Instead of the traditional one day novice curling clinics, successful curling clubs now offer 4 to 8 week training sessions with at least two hours of instruction per week covering areas including strategy, sweeping, etiquette. It's a bit of a load for the volunteers, but you don't necessarily have to give it away or use volunteer help. Charge \$25 per player per session and "hire" your instructors. Do you ever hear of free golf lessons?!

Mistake # 4 - When someone calls, e-mails or drops-in at the club, get their names and contact information so that you can build a database of customers and continue the dialogue. It is a simple process and the prospect will appreciate the information!

Mistake # 5 - Nicole is right on! The sport doesn't recruit or retain - the club does. Therefore, you need to be proactive in the way you work with first year members or prospective customers. Pay extra attention to them from the time of "first contact" - the time when they first walk in the door of the building or when they make that first phone call to you - to three years down the road when they renew for the third time. Now you've got them and you are on your way to building a solid and 'happy' customer base!



Curl Atlantic - a regional development centre

By Bruce Deachman

In May of 2000, Karen Ouellette took on the position of regional development coordinator at the newly-formed Curl Atlantic, an organization created to consolidate programs and enhance curling in the four Maritime provinces.

Just four months later, in September, Ouellette was picking up her first award on behalf of Curl Atlantic, the Sports Makes a Difference Award, presented by the province of Nova Scotia for special sports achievement.

"For your leading-edge in thinking and innovative programming in Nova Scotia amateur sport," says Ouellette, reading from the plaque.

It might seem a little odd for an organization to win such an award so soon after forming, before even one curling stone has been thrown in its administration. Not so, however. The province of Nova Scotia was simply one of the first to recognize Ouellette's overwhelming energy and focus in raising curling's profile down east.

"They recognize the fact that we're trying to make a difference," says Ouellette.

She's not from the Maritimes. A Laurentian University sports administration graduate, she grew up in Ottawa and was executive director of Wheelchair Sports Alberta -based in Edmonton-when Curl Atlantic lured her to Dartmouth.

"It was a big decision to take somebody from away," recalls Marion MacAulay, one of Curl Atlantic's two board members from P.E.I., "but we felt she had the

skills set and the interest in curling."

Indeed, although Ouellette had previously been involved with the Canadian Wheelchair Basketball Association, Volleyball Canada and Judo Canada, curling was her sport. She curled competitively with Cheryl McBain in Ottawa, Rhonda Halvorsen in Edmonton, and, most recently, Mary Sue Radford in Halifax.

Her move to the Maritimes came with the formation of Curl Atlantic, which is funded by the Canadian Curling Association, the World Curling Federation and the four Atlantic provinces.

"It was a new initiative to improve a lot of things about curling in Atlantic Canada," says MacAulay. "Curling club development, recruitment and retention of curlers, improving the availability of high-performance camps, to facilitate the business of curling for different clubs."

"The bottom line," she adds, "is that we're a bit removed from the CCA here, and we're too small to run a lot of stuff on our own. So the idea was to bring the four provinces together to see if, with some combined resources, we could provide more consistent support to curling in Atlantic Canada."

It's a daunting task, and Ouellette has been charged with determining what Curl Atlantic's priorities should be, and how to best accomplish them.

"When the association was formed," says Ouellette, "the four provinces highlighted the areas that they were handling fine and could continue to handle.

Curling club development and high-performance were the big ones where we could help out."

She's a facilitator with the CCA's Business of Curling program, visiting clubs and helping them first determine their needs and then implementing strategies to overcome those needs.

In her reasonably brief tenure so far, she's brought numerous programs and ideas to the Atlantic region, and is brimming with new ones.

She was instrumental in starting the Whitecap Curling Academy, an intensive, week-long residence-style summer camp for junior curlers. Held at the Sackville Sports Arena, it has attracted 175 participants over the past two summers, from as far away as Labrador City.

"One woman said that summer camps would never work," recalls Ouellette. "I said just watch me."

They watched her do that, and then they watched her ramp it up for intermediate curlers, too, as she began to develop programs and clinics for the mid-level club curlers who just want to get a bit better.

"Basically, it's running clinics and offering services beyond that novice clinic," she says.

To that end, Ouellette brought in high-performance and national coaches -

people like Jim Waite, Pat Reid and Bill Tschirhart - to help develop club instructors. "The participants get more to think about," says Ouellette, "in terms of the knowledge that the coaches are bringing. They almost bring a high-performance side to it."

For what is officially a half-time position, Ouellette has been busy. She convinced Russ Howard to tour the region, conducting mini-clinics similar to those being put on by Quebec's Guy Hemmings throughout Canada. This year, she's helping organize one-day open-houses at every curling club in the Maritimes, to be held on Sandra Schmirler Day. She's involved with CanCurl in putting together a comprehensive Little Rocks manual, a how-to guide to running your own youth program. She's helping clubs learn how to get grants and sponsors.

"Really," says MacAulay, "she's just trying to bring Atlantic Canada together, and for someone who jumped into a position that originally had no real guidelines, we're very happy with how she's jumped off on this."

Only two-and-a-half years in, it's early to find measurable results, but both MacAulay and Ouellette know that things are happening. "It's enough to say that we're seeing results," says MacAulay. "Good things."

Ouellette herself looks fondly on the success of the Antigonish Curling Club, for example, which immersed itself in the Business of Curling program and is now thriving. She watches the ever-increasing presence of competitive Maritime curlers at the national level of the sport. She sees smiles at the Whitecap Academy.

"And the general curlers," she says. "You can see that they're excited about what they learn. That's how I measure our success."

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\$35⁰⁰



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\$55⁰⁰

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\$55⁰⁰



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Catastrophe at your facility!

Can you afford to rebuild?

By Bruce Deachman



The St. Lambert curling Club the day after the big fire. Can you rebuild the club to your satisfaction with your current insurance package?

On Thursday, January 3, 2002, a ball of fire suddenly and inexplicably tore through Quebec's St. Lambert Curling Club, leaving in its wake very little of anything that would ever be of use again.

"The damage was very severe," recalls Francois Vary, president of the three-sheeter. "Everything was pretty much a total loss."

The fire - still of an unknown cause - destroyed the two-storey clubhouse. Trophies melted and burned. The club's piano, fridge, stove and lockers all went up in a foul smoke. Portraits of past presidents, junior rocks, furniture, computers, you name it: all gone. The heat was so intense that firefighters had to slash holes in the roof above the melted sheets to ventilate the area.

Not much was saved. A few curling stones, a trophy or two, the walls around the sheets. The pipes underneath the club's sand base are probably alright, Vary says, but the compressor, damaged mostly by smoke and water, needs a complete overhaul.

When St. Lambert's board of directors sat down with an architect to learn what it would cost to rebuild the club the way it was, they were told that the figure would be somewhere in the neighbourhood of \$1.4-million.

The St. Lambert club, however, had nowhere near that kind of money. Their insurance company paid them \$640,000 to replace their building, plus roughly \$25,000 for demolition costs. Add to that

the \$50,000 that Curling Quebec gave St. Lambert as part of a joint-insurance program, and the architect was told to build them a club for \$700,000, half of the estimated replacement cost.

"We rebuild with what we have," says Vary. "We have \$700,000, and we're going to build within those means."

What does that mean? It means a one-storey clubhouse, rather than two. It means no piano, and any number of other items that won't be on St. Lambert's priority list.

Foremost, though, it means that the St. Lambert Curling Club was grossly under-insured, failing, as years went by, to ensure that their coverage was current.

"I've been on the board for five or six years now," says Vary, "and every now and then somebody would say, 'Can't we get a better price?'"

"It's not 'Can't we get a better price?' but 'Can't we get better coverage?'"

In St. Lambert these days, hindsight is running at a crisp 20/20 pace. But their experience should serve as a hard cautionary tale for every one of the country's 1,200 curling clubs. Faced with tight fiscal restraints, clubs are looking in every nook and cranny for ways to save on expenses. Ignoring the real possibility of an unlikely occurrence, such as a fire, shouldn't be one of those ways.

"Every year," warns Vary, "you should sit down and talk with your insurance people and ask, 'Am I up-to-date?'"

"Don't," he adds, "look at the insurance premiums as a burden on your budget."

According to Lovel Lord, vice-president of Ottawa's Cohen & Lord Insurance Brokers, both having the right coverage and keeping it current are the two keys to maintaining peace of mind about your club's ability to bounce back from a disaster.

"There are two things that you have to consider," he advises. "Number one is what events you're going to cover against. And number two, how much insurance you require to put you back in the same position, after a loss, that you enjoyed prior to a loss."

"There are clauses in insurance policies," he adds, "that make it very onerous if you don't insure to the proper value."

For a typical curling club, you need all-risk replacement cost coverage, so that you can effectively replace your old club with a new one. All-risk includes things such as fires, burglaries, windstorms, lightning, explosions, vandalism and water-escape - "All things that you would think might happen to your property" says Lord.

But he adds that there are areas you might expect to be included in a

standard all-risk policy but are not, such as: floods, earthquakes or even sewer backups. Clubs should investigate and have these perils added to their policy.

As well, clubs should review changes in city by-laws or ordinances which would effect their replacement. Older clubs in particular are at risk here. Changes in building regulations or electrical codes can make rebuilding the club to meet new standards much more expensive and require insurance limits to meet these increased costs.

"Blanket bylaw coverage", he adds, "looks at three areas. The first is the increased costs of complying with present-day bylaws, as outlined."

The second covers buildings not entirely destroyed by whatever cataclysm. If a fire, for example, destroys only half of your club, and your city or municipality requires you to tear down the remainder. The standard policy will only pay for the damaged portion. The by-law coverage would extend the policy to pay for the undamaged portion of the club the city demands to be demolished.

The third factor in bylaw coverage is Demolition and Debris Removal costs with respect to the undamaged portion of the building.

Lord recommends going to a professional building appraisal firm to determine a club's rebuilding cost, taking into consideration any by-law changes. Even here, he says, you have to be careful. Some firms may set a figure based on re-

cent real estate value. "You don't want that," he says. "You want to replace bricks and mortar and we don't care what you could sell it for."

Further, many standard policies insist that a replacement building be built on the present site or adjacent thereto. But a club may want to relocate elsewhere - a downtown club moving to the suburbs, for example. In order for this to be possible, says Lord, you must request the removal of the same-site requirement in your policy.

That covers the building, but where many businesses also find themselves inadequately insured is on the contents of their building. At St. Lambert, for example, the \$53,000 cheque they received for items lost in the fire only covered one-third of what they actually lost.

To properly insure contents, a thorough inventory must be taken, followed by the arduous task of determining the replacement costs of all those items. One major area here is trophies. Many older ones are made of silver, and the workmanship involved in replacing them could be very expensive. A club may even want to file an evaluation of their trophies with their insurance underwriter, to avoid any possible future disagreements.

Additional cost of a large fire will be the revenue loss while the club is closed for repairs. If revenue stops, i.e. membership, bar sales, etc. - for two years, while expenses such as property taxes continue, you may discover that your club can't survive the time it takes to rebuild and never returns. Business Interruption Insurance will bridge that gap, covering lost profits and continuing expenses until the club revenue returns to normal. Lord suggests that the period it takes to return to normal may be as long as two years from the date of the disaster. For this reason, the coverage must be on a Gross Profits insurance wording and the indemnity period extended to two years.

Other major concerns that a club should examine include coverage of their boiler and other machinery, as well as general liability and directors and officer's liability, the latter two of which should be of tantamount importance to clubs that sell alcohol.

Talk to your insurance agent now. Tomorrow may be too late.

Volunteer of the Year



Zivan Saper CAA President of the day and Stuart Parrott 2001 Volunteer of the Year

Volunteer Recognition

Ask yourself the following questions: do your volunteers feel well recognized for their efforts? Do they know they are appreciated? Do you promote ongoing "personal" recognition for your volunteers? Do you have an organized and well publicized plan for recognition?

Recognition of volunteers is a critical component to club operations. When practised sensitively and honestly, it can ensure that volunteers feel acknowledged, accepted, praised and identified as being special. Most people appreciate recognition and for volunteers who are giving freely of their time and energy, recognition can be a highly potent motivator.

There are two ways good ways to recognize. **Personal Recognition**

Personal recognition is your responsibility. It involves simply saying a genuine 'thank you' for work accomplished for your club. This is the least expensive and easiest form of recognition and if your club does nothing else you must say THANK YOU!

Public Recognition

Public recognition of your volunteers can be delivered in many forms:

1. Words — letters, public thanks;
2. Awards — plaques, trophies, certificates, photo albums, inductions into prestigious groups e.g. Hall of Fame, special

presentations;

3. **Rewards** — free tickets/passes, out-of-town travel, training workshops, T-shirts, mugs, personal notepaper, identification pins;
4. **Events** — banquets, "roasts", tributes, special occasions/ events;
5. **Special Attention** — TV programs on local cable stations, newspaper articles, newsletter articles, and radio programs.

Tips

Here are some tips to help your recognition program:

- Name one person to be responsible for volunteer recognition.
- Keep track of previous awards given so that you can create an historical perspective.
- Build prestige around your major awards so that people winning them feel the significance of their achievements.
- Keep in mind that a recognition system is a way to say "thank you" for volunteers' efforts and too many recognition efforts can reduce their meaning and

value to recipients.

- Remember to match the appropriate form of recognition to the right person.

CCA Volunteer of the Year Award

The Canadian Curling Association created an important recognition tool at the national level called the Volunteer of the Year. This award has been structured to identify Canada's top volunteer during the previous curling season.

Out first winner was Stuart Parrott of the Beausejour CC in Manitoba followed by Jake Lynka of Penticton in 2001.

Applications are being accepted for the 2002 Curling Club Volunteer of the Year Award. The forms are located at w under the heading "Grants, Awards & Scholarships". The deadline for application is December 1st 2002.

This year's winner will receive an all-expense paid closing weekend trip for two to either the Nokia Brier in Halifax or the Scott Tournament of Hearts in Kitchener.

Alive & Well in Saskatchewan

Small town success story

By Greg Hoffort

The Benson Curling Club has discovered the formula for staging a successful fund-raising event which has allowed this small town curling club to move from a struggling club to a success story.



Faced with ever-increasing operating, maintenance and capital costs, it was essential for this small town club in the Village of Benson (pop. 100), to find new methods of securing the required funding to keep the two sheet artificial ice rink operating, while at the same time keeping user fees to a minimum. This club, which faced an annual problem of finding the required funds to start the season and to maintain their facilities throughout each season, struggled from year to year to make ends meet.

The executive decided something had to be done to alleviate this constant struggle. The goal was to establish a method to raise substantial funds with a large fundraising event each year, rather than several small events which were a constant struggle and consumed far too much volunteer time and energy. The thought was to have a concentrated effort for a short period of time. The first event saw former Canadian Junior Champion and Scott Tournament of Hearts Finalist Cindy Street come to town with her team to compete in a skins game against local curler Jim Packet, who had recently made it the Canadian Mixed Finals. The result was a resounding success, which had far exceeded the club's expectations.

The day-long event featured the skins game, banquet, celebrity auction and dance. Funds in excess of \$10,000 were raised during the one-day event. This gave the executive the realization of just what could be achieved with proper planning and a dedicated executive. Deciding not to rest on their laurels, the club sought out a bigger and better event. The success of the first event gave the committee the confidence to set their sights on one of the world's most famous curlers, Guy Hemmings. The 2002 event built on the success of the first and the executive added new and improved features to the day-long event.

Wishing to promote curling among the junior curlers in the region, the day started with a junior curling clinic with over 100 junior curlers in the area receiving the opportunity to curl side by side with Hemmings and Street (who the executive invited back for a second straight year). The day continued with an afternoon skins game between Hemmings and Street, autograph session, banquet,

auction and dance.

Just how did a little two sheet rink in rural Saskatchewan achieve their success? Here are the elements we have found necessary for a successful fund-raising event:

- The first key is a good executive. A diversified board works best. For example, our board consists of people with various backgrounds including mechanical, electrical, farmers, financial, public relations, clerical and carpenters. The result is that any problem encountered can be handled by one of our members and many projects, which may normally be contracted out, can be handled with minimal expense by one of our volunteer executive members. It is essential that all members be team players, compatible with one another, willing to volunteer the required hours, able to make sound business decisions and always have the good of the club as their only compensation.

- Ensure the event is a success before it begins. Our club secures major sponsors for all of our events. This allows all costs to be covered and bills to be paid before the day arrives. The result is that every dollar raised during the day is banked to help sustain the club's future. Flights to our club have been sponsored by a local pilot who in return is recognized as a major sponsor of our event. All other major expenses such as banquet, band, celebrity expenses (if any), etc are covered by our other major sponsors. We cover program printing costs by selling small ads in the program to local businesses. To ensure financial success, advance tickets are a must. Our events are sold out far before the date arrives. This is accomplished by a dedicated board, all willing to do their part. We also sell corporate tables to local businesses which helps the final totals.

- Planning every detail properly before the date arrives is essential. This frees up time to handle the unexpected circumstances which arise during the event. Complete a cost analysis. Determine what the event will cost, how you intend to cover your costs and how much you plan to raise.

- Develop a detailed work schedule. Break down your event day and the preceding day hour by hour and ensure each volunteer knows their duties (for example, cooks, camera men, bartenders, servers, ticket sales, announcers, photographer, etc.) This is essential to have your event run smoothly without any negative experiences. Have one or two individuals who are trouble shooters for the day, with limited other duties, to handle difficulties when they may arise.

- Give the public something they want to see. The success of our events is in part due to bringing in people such as Guy Hemmings. To accommodate hundreds of spectators in such a small rink

we expanded seating across the street to the community hall and covered the event by closed circuit television, complete with colour commentators, on ice interviews and wired-for-sound curlers. Many found the viewing across the street as good or better than in the rink.

- The success of our banquet has resulted from having each of our celebrities give a short speech each year to entertain the crowd. This has worked exceptionally well as most in attendance are curling fans and our celebrity curlers telling some of their experiences is a hit. Our meal is prepared by our volunteer executive and therefore our only costs are supplies which are covered by sponsorship.

- Having a Celebrity Auction has raised thousands of dollars by auctioning items such as celebrity curling shirts, A Hemmings tour jacket, autographed pictures, etc. We are fortunate to have a local auctioneer who donates his services.

- One of our most important elements to the success of our club is to promote junior curling all the time. We promote junior curling in two ways. First, we have junior curling clinics which give the kids a chance to curl with world-famous curlers. Our celebrities wear wireless microphones so that parents in the lobby can enjoy their child's experience. The clinics are followed by autograph sessions, free hot dogs and pop



for all (all covered by sponsors). Secondly we involve the juniors whenever possible, to curl with or against the celebrities during the skins games.

Our primary goal was to achieve a major fund-raising success in a short period of time in a manner that did not overtax our executive for a long period of time. While we achieved this goal, an equal benefit was the exposure we created for our club. Our club has gone from scrambling to find enough teams for our curling league and bonspiels to filling both with minimal effort.

We found that this format worked for us. Though each community is unique, the success of our events can serve as a good guideline for other clubs to hold successful events. Though the efforts and demands placed on our executive for these events are tremendous, we appreciate the fact that it is one immensely successful event, rather than several taxing events each year.

In short, our club has gone from rags to riches in two years.

(With two successful events under their belts, the Benson Curling Club have now set their sights on a third as they are set to present the Saskatchewan Parade of Champions, which will feature four of the reigning provincial curling Champions - women, men, mixed & seniors - coming to small town Saskatchewan.

CCA Development Fund Story

The CCA received 150 applications requesting a total of \$658,233. Forty-five facilities and two organizations shared in \$109,868.

The Canadian Curling Association would like to extend our sincere thank you to the host committees and volunteers from the 2001 Curling Trials in Regina, the 2002 Scott Tournament of Hearts in Brandon and the 2002 Nokia Brier in Calgary for their efforts which led to the financial contributions to this Fund.

As the Curling Development Fund continues to mature, curling clubs are delivering terrific applications for worthwhile projects. Yet, many of them could not be considered this time because they neglected to include all of the requested information and specifically, the financial info.

Why is this so important?

Key criteria the selection team bases their decisions are: the club's financial need, whether the funding is critical to making the project happen, and/or, without the funding the future of the club is in jeopardy. The financial statements including the balance sheet (a list of assets and liabilities) and a description of the debt load are a must when comparing one club's application to another.

A checklist is included with the application; please follow it when applying in the future.

The application forms can be found at: http://www.curling.ca/inside_the_cca/grants_awards_scholarships/curling_development_fund.asp



GST/HST 101 for Curling Clubs:

To collect or not to collect

GST is a 7% tax on the supply of most goods and services in Canada. (Nova Scotia, New Brunswick, and Newfoundland joined their provincial sales tax with GST to create the HST or Harmonized Sales Tax)

According to Revenue Canada's publication RC4081, GST/HST Information for Non-Profit Organizations, curling clubs with gross annual revenue of less than \$50,000 are considered Small Suppliers. Small suppliers do not charge GST/HST to customers, but also cannot claim input tax credits to recover the GST/HST paid or owing on purchases and operating expenses. A club that falls into the category of a small supplier, however, may choose to register for a GST number and collect GST/HST and apply for input tax credits.

Sound confusing? If your club is registered as a non-profit organization, then it may or may not have to collect GST/HST. This article explains how GST/HST applies to your club.

If your club has annual revenues of less than \$50,000, you do not have to register for a GST number. You do not collect GST on income. But you may benefit by applying for a GST registration number. If you collect GST, you can claim GST that you pay on purchases as a credit.

For example, if total revenues are \$45,000 (Membership \$15,000, Bar and Kitchen \$30,000) you could collect \$3,150 in GST. If total expenses are \$53,000 (Utilities \$30,000, Administration and Operating Expenses \$10,000, Bar and Kitchen \$13,000) you could pay \$3,710 GST. This means that your club could pay more GST than it has collected, and a credit of \$560 would be due, if your club has chosen to register voluntarily.

If you register, and receive a GST number, you must add GST to memberships, bar and food services, any item that the

club sells for more than the cost price, and recreational programs (ie. Learn to curl programs, clinics) for individuals over the age of 14, and possibly a portion of bonspiel entries.

Not all revenues for the club are taxable, however. In the publications "GST/HST Information for Non-Profit Organizations", and the "Excise Tax Act", there are seven exemptions which curling clubs may take advantage of.

1. Bonspiel entries, where the entry amount is less than the prize payout, are exempt. According the Excise Tax Act, Division II, Subdivision c, Section 188(3) Contributions by Competitors, "For the purposes of this Part, where a competitor in a competitive event contributes an amount to the prizes to be given to competitors in the event, the contribution shall be deemed not to be consideration for a supply." This means that if the bonspiel entry is designated totally to the prize payout, and the payout is greater than the total entry fees, the entry fee is not taxable. For example, if the entry fees are \$10,000 and the prize payout is \$15,000, the entry fee is not taxable. Your club would not be able to claim input tax credits on the prizes purchased in this case. If the entry fee is assigned to several areas, such as prizes, banquet, and entertainment, only the part of the entry fee assigned to prizes is not taxable.

2. If your club hosts an amusement event like film night, small fair, men vs. women curling etc., and the admission fee is \$1.00 or less, GST does not have to be added to the admission price.

3. Admissions to athletic events at which 90% of the participants are not paid for their participation are GST exempt. For example, if your club hosts a provincial playdown, and there is an admission fee for spectators, that fee is GST exempt be-

cause the athletes are amateur athletes and are not paid for their participation.

4. Fund raising activities are GST exempt when the following conditions, according to Revenue Canada publication RC4081, are met:

- You are not in the business of selling those goods
- All the salespersons are volunteer
- The cost of each item is \$5.00 or less
- The goods are not sold at an event where similar goods are sold by persons in the business of selling such goods. For example, if your junior program decided to sell chocolate bars door to door (at a cost of less than \$5.00 per bar) these sales are GST exempt.

5. Gambling events also have some exemptions. If your club hosts a bingo, casino, or other gambling event, the admission fee is GST exempt if 90% of the work is done by volunteers, and if the event is not held in a commercial gambling (bingo or casino) hall. There is also no GST charged on bingo cards or other bets if your club holds the provincial license for the event. This means that your club can hold a bingo or casino night at your club, after receiving a provincial license to do so, and there is no GST charged on admission, bingo cards, or bets.

6. Some recreational programs that curling clubs provide are also exempt. They must be supervised classes, and must be:

- Offered to children 14 years of age and under
- Provided primarily to underprivileged individuals or individuals with a disability

This exemption applies to all instructional junior programs that are offered to children 14 and under, as well as any Special Olympics programs that your club offers.

7. Donations, gifts, and sponsorships are also considered GST exempt unless "the payment made by the sponsor is primarily (more than 50%) for advertising on television, radio, in a newspaper, magazine, or other publication issued periodically." This would apply to all donations of cash and/or products, and sponsorships for bonspiels.

If a club has registered for a GST number, either because they are not considered a Small Supplier, or because they want to take advantage of the input tax credits, GST paid or owing on the following items may be applied as a credit.

1. Merchandise you buy to resell (provided they are sold for more than the cost price). This would apply to brooms, sliders, clothing etc.
2. Capital property such as office furniture and equipment
3. Operating expenses such as office rent, supplies, advertising, and utilities.
4. Equipment rental of computers, vehicles, and photocopiers.

What all of this means for curling clubs is that they must first assess their annual gross income to determine whether or not they are considered a Small Supplier. If they are a Small Supplier, the benefits of voluntary to claim input tax credits should be assessed.

To register for a GST registration number, clubs may apply online at www.cra.gc.ca, following the Business link, by phoning the Canada Customs and Revenue Agency at 1-800-959-5525, or by visiting your local Revenue Canada office. If a club does not already have a Business number, they will have to apply for that first. The applications are processed immediately.

For more information about GST/HST, the publication GST/HST Information for Non-Profit Organizations is available from your local Revenue Canada office, or online in either pdf or html format at www.cra-adrc.gc.ca/E/pub/gp/re4081. The Excise Tax Act, Division II, Goods and Services Tax, may be accessed at <http://laws.justice.gc.ca/en/E-15/49764.html>

Show Me The Money ...

Developing a Fundraising Plan

"Who in this room likes asking for money?"

Only one hand in the room of 20 participants is raised, and it is that of the speaker, Jennifer Laakkonen. Laakkonen was a guest speaker this past September at the annual Curling Development Seminar, presented by Curl NorthWest in Thunder Bay.

"I love asking for money," she continues. "If you're prepared, know why you're asking for money, and what the money is for, asking is easy." The topic of Laakkonen's presentation to a group of curling club representatives was "Developing a Fundraising Plan". She is the Vice-President of the Lakehead Fundraising Association in Thunder Bay, and has many years experience working with non-profit groups in a fundraising capacity.

According to Laakkonen, the reasons for developing a fundraising plan are to help identify your needs, ensure the growth and future existence of your club (or facility), and make the best use of human and financial resources.

There are four steps to the planning process, all of which she addressed in detail. They are: do the research, write a plan, work the plan, and, evaluate the results.

The initial research is to identify what the money is for. "People hesitate to give money unless they know what it is for, and why the organization needs it," Laakkonen says. She recommends that fundraising programs be broken down into projects. "No one will give you money strictly for administration. But if you break your budget down into projects, and include administration and operating expenses as part of each project, that is more understandable to the donor." For example, if a curling club had three fundraising projects such as purchasing new brooms and sliders for the junior program, renovating the clubroom, and sending three students to summer camp, each project should include its own direct revenues and expenses, and a portion of administration and operating expenses.

Now that the club has identified what the money is needed for, they should look at their fundraising past. If a silent auction was held only a few months ago, perhaps another type of event might be more successful. Laakkonen recommends analyzing what the previous events or programs were, who the donors were, and also assessing the current sources of revenue to the club. These sources include institu-

tional grantors (government, businesses, service clubs, unions), special events and product sales, direct marketing, and major individual donors.

Laakkonen also emphasizes taking a look at what other groups and clubs are doing for fundraising, and when, so that there is not duplication of a fundraising venture in a community. She also strongly recommends determining whether the plan is realistic for your club. Human and time resources must be available, and it often takes money to get a plan started (ie. There may be an initial cash investment such as the purchase of a television for a raffle)

Once you have completed all of the research, it is time to find the right people for the right job. This means recruiting volunteers. She advises that clubs should prepare job descriptions for the volunteer positions, and be realistic with the expectations and commitment required.

Now that the research is done, and the volunteers have been recruited, it's time to plan the plan. Design a timetable of events and activities for your program, schedule the meeting dates, and determine how much time will be required to carry out your plan. For example, if your plan is to raise funds to send three juniors to sum-

mer camp, outline what fundraising activities will be undertaken, the time involved, when each activity will be held, etc.

Ready, Set, ACTION!! All of the planning has been done, so now it is time to put your fundraising plans into action. Make sure that your volunteers are well informed, motivated, and supervised. Make them feel proud to be involved with your venture.

The final step in developing a sound fundraising plan is to evaluate. The results must be analyzed in comparison to the plan. Did you achieve the financial goal? Are the volunteers still happy? Was the community supportive? What changes have to be made if this program was to be undertaken again?

Whether the plan is large, like building a new curling club, or small, like purchasing new brooms and sliders, developing a fundraising plan will make it much easier to achieve your goals.

(Jennifer Laakkonen can be reached at jererik2@shaw.ca. Other resources she suggests include the Association of Fundraising Professionals www.afpnet.org, the Canadian Centre for Philanthropy www.ccp.ca, and the Canadian Association of Gift Planners www.cagp-acpdp.org)

Guy Hemmings Rockin' the House Tour 2002-2003

The Guy Hemmings Rockin' the House tour—with support from Best Western Hotels, CanCurl curling supplies & the PW Group—will visit 45 communities this curling season, combining the big Tour Stops with personal appearances which are separate from the CCA initiative.

The Tour Stops will take place throughout the curling season. Hemmings will conduct Nokia Junior Stars clinics at local curling clubs and visit the sick kids' wings at area hospitals. He will host media scrums and be on hand for two autograph sessions at popular public places. There will be clinics for adults and Guy will also be the keynote speaker at receptions at local curling clubs.

The private appearances are held throughout the season and are generally open to the public. Contact the lead organizer in each of the areas for more information about scheduled events.

If your organization would like to host a Tour Stop or have Mr. Hemmings attend a special function in your community, give us a call at 1-800-550-2875 ext 106 or e-mail danny@curling.ca



2002-2003 Guy Hemmings Rockin' the House Tour Stops

August 20-22

Leduc, Alberta

Contact: Kathy Odegard
kathy@albertacurling.ab.ca

September 21-23

Winnipeg, Manitoba

Contact: Mitch Tarapasky
mitchell.tarapasky@gwl.ca

October 24-25

Bathurst, New Brunswick

Contact: Donna Lavigne
donnalav@nbnet.nb.ca

October 26-27

Prince Edward Island (all clubs)

Contact: Marian MacAulay
mmacaulay@upei.ca

October 30 – November 3

Vancouver Island, British Columbia (clubs to be announced)

Contact: Jack Bowman
curling@pcca.bc.ca

December 9-11

Southern Ontario (clubs to be announced)

Contact: Doug Bakes
doug@ontcurl.com

December 12-15

Northwest Territories & Yukon

Contact: Jane Hobart (NWT)
jhobart@auroranet.nt.ca

December 16-18

Whitehorse, Yukon

Contact: Wendy Hales
wendyhales1@yahoo.com

January 24-25

Saskatoon, Saskatchewan

Contact: Debbie Patterson
cpatters@shaw.ca

February 8-9

Quebec City, Quebec

Contact: Chantal Poulin
poulinc@qc.langloisgaudreau.com

2002-2003 Guy Hemmings Personal Appearances

Saturday, September 7th

Thunder Bay

Contact: Susan McCrae c/o Curl NorthWest
smmacrae@shaw.ca

Saturday, September 14th

Guelph Curling Club

Contact: Karen McRae
karen.mcrae@hrdc-drhc.gc.ca

Sunday, September 15th

Kitchener

Volunteer Rally for the 2003 Scott Tournament of Hearts

Contact: Bob Cheyne
stoh2003@on.aibn.com

Tuesday, September 24th

Winnipeg

World Curling Championship Golf Tournament

Contact: John Helston
jhelston@srjgroup.com

Tuesday, October 8th

Russell, Manitoba

Contact: Don Betke
sales@clementfarmsupply.com

Thursday, October 10th

Coronach, Saskatchewan

Contact: Donna Ross
dross@saskpower.com

Wednesday, October 16th

RCMP CC, Ottawa, Ontario

Contact: Paul Woolner
rcmpcc@nfc.ca

Wednesday, October 23rd

Thistle St. Andrews, Saint John, New Brunswick

Contact: Mike Dobson
varsity@nb.sympatico.ca

Wednesday, November 6th

Haliburton CC, Haliburton, Ontario

Contact: Chester Howse
chester.howse@sympatico.ca

Thursday, November 7th

Twin Lakes Curling Club, Petawawa, Ontario

Contact: Ron Tremblay
rljtremblay@sympatico.ca

Wednesday, November 20th

Kinistino, Saskatchewan

Contact: Eva Langridge
gelangridge@sk.sympatico.ca

Thursday, November 21st

Maryfield, Saskatchewan

Contact: Barbara Swallow
b.swallow@sympatico.ca

Tuesday, November 26th

Fort Qu'Appelle, Saskatchewan

Contact: Norma Jean Robb
r.robbsk@sympatico.ca

Tuesday & Wednesday November 27th-28th

Kenora, Ontario

Contact: Angela Ryynanen
ryynanenpd@eacol.com

Wednesday, January 29th, 2003

Quebec City, Quebec

Contact: Jackie Caron
qib@qc.aira.com

Friday, January 31st

Hartney, Manitoba

Contact: Keith Forbes
Call for more information: 204-858-2780

Saturday, February 1st

St. Jean, Manitoba

Contact: Mona Sabourin
crfarms@mb.sympatico.ca

Friday / Saturday March 14-15

Calgary, Alberta

Contact: Cheryl Bernard
cherylbernard@shaw.ca

Your curling club and the Sandra Schmirler Foundation

Story by: Jan Betker



The Sandra Schmirler Foundation was initiated in 2001 as a legacy honouring Sandra's incredible curling achievements and her love of her family. Its mission is to help families with children who are challenged with life-threatening illnesses. This year, the charities that will benefit from donations from the Foundation are The Children's Miracle Network, Ronald McDonald Houses and the Canadian Cystic Fibrosis Foundation. To date, \$150,000 has been donated to these three organizations.

The Foundation would like to partner with Curling Clubs and Associations across the country to remember this great champion, promote curling and raise funds for the Foundation and its designated charities.

There are a number of ways you can be involved. Some ideas are:

- Highlight an open house with a learn-to-curl clinic
- Organize a curl-a-thon or mini bonspiel
- Host a sports banquet and silent auction
- Set up a donation box at your Club's local bonspiel
- Visit our website, www.sandraschmirler.org for more information and to share your fund-

raising ideas with us!

The Canadian Curling Association has declared the first day of the Canadian Women's Curling Championship, Feb. 15th, as Sandra Schmirler Day. What better way to celebrate this day than to culminate your year-long fund-raising efforts with your donation to the Sandra Schmirler Telethon on that day.

The Sandra Schmirler Foundation also has an exciting fund-raising opportunity for you! The "Hand in Hand" collectible pin was created as a way to support Sandra in her battle with cancer and is now produced annually in her remembrance. The retail cost of the pins is \$10.00, tax included.

The Foundation is pleased to offer the pins to Associations and Clubs at the discounted price of \$7.00 per pin (minimum order of 50 - in multiples of 50 only). Associations and Clubs would then re-sell for \$10 and use the proceeds from those sales to fund development programs within their organizations.

To order the pins, simply send your written order, along with your cheque, to:

Hand in Hand Pin Order
P.O. Box 86300
North Vancouver, B. C.
V7L 4R8

In anticipation of your efforts, the Sandra Schmirler Foundation thanks you for joining us in celebrating the legacy of Sandra Schmirler!

If you would like to use the Sandra Schmirler Foundation name or logo to promote your event, please contact Joanne Viau, Administrative Coordinator for the Foundation, at 1-800-550-2875 ext 108.

(Editor's note – If your club has had a successful Sandra Schmirler Day or is planning such a day for this curling season, let us know. We would enjoy telling your story to other Canadian curling clubs. Contact the Business of Curling magazine at 1-800-550-2875 or e-mail info@curling.ca)



The Blind River Curling Club (Northern Ontario) had the best home-made entry in this year's Community Days parade. Although judges had a very difficult decision, they were able to choose winners from the more than 100 entries that took part in the parade. (photos supplied by Maymar Gemmell)