

# The Business of CURLING

Le curling, nos affaires

OCTOBER/OCTOBRE 2003

CANADIAN  
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DE CURLING



## Guy Hemmings

By Bruce Deachman

blasphemous west of the Ontario-Manitoba border. In Edmonton in 1999, however, the feeling was unanimous.

"They're all great shows," says Hemmings of his four Brier visits (he also competed at the 2001 Ottawa Brier and last year's championships in Halifax). "It's like having the chance for a week each year to play in (baseball's) major-leagues."

"Obviously the first one is a bit special, because you spend so many years dreaming about going there. But one thing that's special about going to the Brier is that you dream about it for so many years, and, once you've been there, you dream even more about going back again."

But what's so special about Guy Hemmings? What makes him the one Quebecer to have such a positive impact in Western Canada, when so many before him had failed?

Well, for one, he's almost the quintessential Western curler. True, his English, she's not so good, but for a guy whose awkward slide emerged from a tuck delivery, and who spends his summers farming, he's about as close to Ernie Richardson as la belle province has ever produced.

He's also The Entertainer, sort of curling's version of hockey's Eddie Shack, except with way more talent. In his 1999 semi-final match against Shymko, the diminutive Hemmings drew roars of laughter from the audience by watching some of the match in a crouched position, peering through the legs of Saskatchewan's "Jolly Green Giant." In Ottawa, after a large advertising sign fell from one of the Civic Centre's walls and onto the ice surface, Hemmings again delighted the crowd, this time by donning a hockey helmet. And last year, in Halifax, the reaction was similar when he was spotted, mid-game, reading from a copy of "Curling For Dummies."

He is, in short, every-man's (and every-woman's) curler, a guy who seems to

draw as much of his talent from his sheer enjoyment of the game as he does from the years of practice. It's partly from that ugly delivery of his that we derive a kinship: are not our own deliveries equally flawed?

His friendliness and accessibility, too, are also irresistible, especially when so many of his contemporaries have chosen to adopt holier-than-thou, standoffish postures; who can forget Middaugh's semi-off-ice attitude in Ottawa in 2001, where he clearly placed himself far above the fans. Whereas many top curlers - especially in men's curling - widen the gap between club curlers and elite ones by their attitude, Hemmings effectively bridges it until it almost disappears.

Of course, it's been a while since curlers like Alberta's Kevin Martin, so successful as a junior and so quick to translate that early success into Brier fame, have had to struggle in zone and regional playdowns, let alone club championships, and so it might be unreasonable to expect much empathy from their quarters.

Hemmings' trail, on the other hand, has been the sort of Cinderella story that made the Minnesota Twins such an underdog favourite in recent baseball circles. Martin and Middaugh are perennially the New York Yankees and Atlanta Braves of curling, expected shoo-ins with little to worry about, save where to display yet another championship ring. Hemmings, in stark contrast, is the equivalent of the Montreal Expos; showing up with a lunchbox each day and hoping for the best.

And whereas the Martins, the Middaughs, the Stoughtons, et al, only give us a sense that our own aspirations were left too late, Hemmings helps us to realize that, no, it isn't yet time to give up, that hope, indeed, springs eternal.

"When I started to play this game," he recalls, "I was pretty old, and I just played for the fun of it, like a kid who didn't want to grow up."

"There's no way I could play this game without enjoying myself," he adds, "and maybe I enjoy it more than those guys, or at least express it more."

Now 41, Hemmings didn't even start curling until he was 23 (Middaugh, by comparison, was 23 when he competed in his first Brier). That would have placed him in Montreal's Outremont Curling Club in 1985, a time, he likes to joke, when the club's second-youngest member was 63. It wasn't especially 'cool' to curl then, but that wasn't what attracted him. "I liked all kinds of games," he admits, "cards, board games, and all the sports I could play. And this game (curling) is a sport I could play. I'm lucky I can play it because, at 40 years old, there



## Tour Dates

October 20-22, 2003

Corner Brook, NL  
Contact: Gary Oke  
blomindon@nfld.net

October 28-29, 2003

Dauphin & Swan River, MB  
Contact: Bev MacKenzie  
204-638-3244

October 31 to November 2, 2003

New Liskeard & area, ON  
Contact: Steve Amyot  
pjs@ntl.sympatico.ca

November 11-13, 2003

Cape Breton Island, NS  
Contact: Gordon Granchelli  
gordong@fgiworld.com

November 25-27, 2003

North Battleford (and area), SK  
Contact: Greg Mackie  
macke@sk.sympatico.ca

December 3-4, 2003

Chicoutimi, QC  
Contact: Gilles-Paul Tremblay  
gpcurling@hotmail.com

January 12-14, 2004

Prince George (and area) BC  
Contact: Chris Hale  
c-hale@shaw.ca

January 16-18, 2004

Grande Prairie (and area) AB  
Contact: Michael Bain  
mbain@telusplanet.net

Photo by Michael Burns Photography



Guy Hemming made his Brier debut in 1998 in Winnipeg, where he shook off some early-round cobwebs and went on to win his final four round-robin games to secure second-place. In the 1-vs-2 Page playoff game, his Quebec squad of Pierre Charette, Guy Thibaudeau and Dale Ness lost 10-4 to Ontario's Wayne Middaugh, eventually earning a berth in the final by defeating Manitoba's Dale Duguid, 7-5. In the championship game, Middaugh beat Hemmings for the third time that week, stealing three early ends en route to a 7-4 win, and the title.

The following year, in Edmonton, Hemmings' story was almost identical: his 8-3 round-robin record once again earned his team a second-place finish, and they again lost the 1-vs-2 playoff game, this time to Manitoba's Jeff Stoughton. An extra-end win against Saskatchewan's Gerald Shymko followed, and then, just as he had done a year earlier, Hemmings came up against a team he couldn't beat, as Stoughton stole a single in the sixth and scored three in the eighth, eventually running the Quebec skip out of rocks in the 10th for a 9-5 win.

The only difference this second time around was that everyone was watching, and cheering, Hemmings. If fans only began to notice him in Winnipeg; they absolutely loved him in Edmonton. One case in point was a banner waved by a fan at Edmonton's Skyreach Centre: "Guy Hemming for Prime Minister," it read, a sentiment that would once have been



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# Guy Hemmings continued



aren't too many games you can play and dream about being the best in the world.

"If I was into gymnastics, I would have been gone at 23, but with curling, you still have some hope. I enjoy all sports, but there's something special about this one, and it's probably because of the people who play it."

Then 23, he was like most other curlers in the country, he says, playing a couple of nights a week at his club, perhaps practicing a bit harder than most, hoping to get good enough to compete for the club championship.

"And if you do that," he says, "you start playing outside your club in a couple of 'spiels, and the ball starts rolling."

For six or seven years, he was simply hoping for the opportunity to play at provincials and, once he got there, was happy just winning a few games. A few years later, he says with his characteristic modesty, "you end up winning it."

"I never expected anything," he points out. "But I knew I could play the game, and I had the patience and work ethic."

And then -whoosh- he was at his first Brier. Then his second and third. Until, suddenly, we nearly lost him.

After the 2001 Ottawa Brier, Hemmings announced his retirement from the game. He'd been unable to find any work in curling, and instead took a job in France, leaving soon after the final game.

As the curling world reeled from the news of his hurried departure, Hemmings and his family were adjusting to life in a new country. He didn't miss the game: what, after all, was there to miss? The season was pretty much over and summer was on its way. Yet as the dog days approached, he began to pine a little. With players starting their own tour

to compete with the Brier, curling was still in the news.

"I remember getting some phone calls from the WCT," says Hemmings, "asking me if I'd be boycotting the Brier. And I asked, 'Why did you call me? I retired from curling. Why don't you call Ed Werenich? He's retired, too, and you don't call him for his vote?'" Despite being half a world away, Hemmings was still a

considerable curling force in this country.

The Canadian Curling Association recognized what had slipped through its fingers; they knew the sport hadn't had as popular a player in a long time, and so they began to negotiate Hemmings' return. Eventually, they struck a deal whereby the Quebec skip would cross the country in monthly tours, teaching junior clinics, visiting sick kids' hospitals, signing autographs and doing whatever he could to promote curling. Despite a more lucrative offer from the WCT to do essentially the same thing, Hemmings took the CCA job.

"I knew I was going into something new," he says, "and I felt it would be easier with the tools of the CCA; the ground crew they already had to promote the game across the country. That part made my decision easier."

"There was also the question of playing in the Brier," he adds, referring to the WCT's policy of not allowing its members to participate in playdowns or the Brier. "It would have been tough to bring my family back to Canada and not play in the Brier. That wouldn't make sense to me."

This year marks the third and final year of Hemmings' CCA contract, but he adds that he's presently negotiating an extension. "It's been good," he says. "In the first

year we had a lot of things to establish, but people now know what to expect, and I think the CCA still has lots of requests from towns that want us to go visit them."

"There's been a great response. Every place we go we go to a small town for a weekend or a day and you know that

in the next few days, the CCA will get calls from the surrounding towns. It's a sign we're doing something good, and we're pretty proud of it."

Hemmings adds that he's delighted by the CCA and WCT's recent agreement to work together. "It's good for curling," he says, "that finally both sides will play together. That's what people want to see."

In fact, he points out, the question of relations between the two sides was the most-often-asked question he's heard since touring for the CCA: When are you guys going to get together?

"Now people can watch all the good curlers at the Brier, and all the good teams on the Grand Slam. Fans will get the best of both worlds."

"I'm not better-looking because my neighbour is ugly," he adds pointing to what he believes was an unnecessary rift between the two organizations. So why is he better-looking, you ask? "Well," Hemmings says, laughing, "you should see him first."

He's a natural at promoting curling, but then, he'd already been doing that on his own for years, and he sees great potential

and interest, especially among youngsters who have watched the Olympics and Canadian championships on television.

"They see it's not a sport for old men," he says, "and they want to try it. And once they try it, they're going to like it."

So now he's making a run for a fifth Brier, and first championship. To that end, he's added 47-year-old Pierre Charette, dropped after the Edmonton Brier, back to the roster. Charette will throw second's stones and act as vice-skip in the house. Martin Ferland, who last year threw skip's stones for Charette's foursome, will throw third and otherwise play front-end. Ness will continue playing lead. "I don't know how the (CCA-WCT) agreement will affect our team," he says, "but it would have affected us more if there hadn't been an agreement."

Pierre is vice-president on the board of the WCT, and I've worked for the CCA for the past few years.

"But, with two guys who played together on the Slam last year, and two guys who were playing together on the other side, we could be seen as the team of the reunification."

But as the season begins, it's not politics that interests Hemmings. It's time to curl. "To be a good team," he says, "you



need four good players. In the late-70s and early-80s in Quebec, there were lots of good players - enough for more than one team, but they didn't know they needed four good curlers per team. So all the good curlers would end up skipping their own team and losing the provincials to those guys who were willing to sacrifice their egos for a couple of weeks of playing front-end or vice.

"I'll let Martin and Pierre make all the big shots, and I'll draw the pin and throw guards. That's my plan this season."

And what two teams does he see in the finals of the 2004 Brier? "That's a good question," he says. "I haven't thought about it much, but I know one team that's going to be there."

## Private Tour Stops

- November 2003 to July 2004**
- Monday, November 10th**  
Toronto Cricket Skating and Curling Club
- Thursday, November 20th**  
Lemberg CC, Sk
- Thursday, January 15th**  
McBride CC, Bc
- Tuesday, January 20th**  
Medstead CC, Sk
- Wednesday, January 21st**  
Meadow Lake CC, Sk
- February 18th**  
Carlyle CC, Sk
- Thursday, February 19th**  
Reston CC, Mb
- Saturday, February 21**  
Red Deer, Ab  
Sandra Schmirler Day at the Scott Tournament of Hearts
- Monday, February 23rd**  
Forestburg CC, Ab
- Friday & Saturday, March 19th & 20th**  
Calgary, Ab - fundraiser for the Canadian Breast Cancer Foundation
- Monday, March 22nd**  
Swift Current, Saskatchewan
- Tuesday, March 23rd**  
Gravelbourg CC, Saskatchewan
- Saturday, April 17th**  
Eatonia, Sk
- June 17th to June 20th**  
CCA National Curling Congress  
St. John's, Nf

For an up-to-date list, check [www.curling.ca/guyhemmings](http://www.curling.ca/guyhemmings)





# Curling Clubs Go Smoke Free

By Don Power

For a cold February night in Newfoundland & Labrador, it was very heated.

As Bally Haly Golf and Curling Club members debated what appeared to be a simple motion at its annual general meeting, tempers flared, insults were hurled and friendships were threatened.

The motion seemed relatively innocuous: whether or not to make Bally Haly smoke-free. That night, the air in the building was blue — but mostly from strong language, not lingering smoke.

"It was contentious, yeah, no doubt about it," remembers Bruce Crichton, Bally Haly's general manager.

"It was almost like the smokers versus the non-smokers, which we've probably gotten through. At the same time, we still think business is down a little bit. We did see some kind of an impact early on, but they're our slowest months anyway. Our sales did drop a little bit.

"This year, we'll certainly be able to tell if there's going to be a dramatic decline in business, from food and beverage sales.

"I won't say we have a large population of smokers, but the people who do frequent the club like to have a cigarette with their drinks."

Bally Haly president Garry Stamp, a smoker, didn't exactly help smooth matters before the vote when he wrote a letter to club members suggesting that smokers helped with the club's bottom line.

"We have reviewed our records analyzing the members who frequent our club, and in turn spend higher levels utilizing our bar and kitchen facilities," Stamp wrote, igniting much debate. "It was no surprise to see the top spenders were smokers."

Despite the vast array of strong opinions on the matter, the motion passed, and Bally Haly became smoke free. Today, almost seven months later, it's difficult to assess the impact the decision has had on the club.

"From a financial standpoint, we probably won't know until about two months down the road what affects it did or will have on us," Stamp said. "It's hard to measure. The smoking issue is very important here."

In fact, some members who frequented the club every Friday took their business to another downtown St. John's establishment — where smoking was permitted — for a while.

"I think at one time it divided a lot of the membership," Stamp continued. "But since then, I think a lot of the people have forgotten about it.

People come to Bally Haly because they enjoy the place; they enjoy the atmosphere. Whether they're smokers or not is not the issue.

"A lot of my friends hang out at Bally Haly on a regular basis. Instead of going to George Street, they'd rather come out and support their own club.

"Once you start losing your Friday night business, that can jeopardize your financial picture."

A short drive away at St. John's Curling Club, manager Reg Caughie says initial reaction has been very positive. However, because their vote wasn't until June, Caughie doesn't know what effect the smoking ban will have on the club.

"It's something we have to get into and go through it to see what happens," Caughie says optimistically.

"Until the members get back and get into the club, we can't really tell how it's going to affect us. I was worried about it. We'll see what happens."

Caughie says other clubs — like the Mayflower in Halifax — have managed to survive in a smoke-free environment, including still hosting highly lucrative spiels like the construction industry.

"Overall, it's been mostly positive," he says. "A lot of people tell me it's a very gutsy call. We're prepared to go through it because we think it's important."

A number of curlers who smoke refused to comment on the decisions, preferring to steer clear of any controversy.

One who would comment was four-time provincial ladies champ Laura Phillips.

Phillips picked a great time to return to competitive curling.

The former Scott Tournament of Hearts champion stepped away from the game four years ago after the birth of her son, Alex.

This year, Phillips is back, skipping a young rink that includes two-time provincial junior champion Jennifer Guzzwell. And while Phillips' return makes for a more competitive ladies curling field, she's happy to return to a building that's smoke free.

"It's great news," she said recently.

The move to a clean air environment will allow Phillips to bring her four-year-old son down to the club more often than she would have previously.

"Given his age, I didn't tend to have him down when there were large crowds," Phillips said.

"Now that I'm back, he'll see more of it now, and it'll be nice to not have to worry about that aspect of it."

Both club managers say the trend is to see a drop in numbers immediately after the decision, but that gradually, going smoke-free will be a boon to their businesses.

"You're going to get negative feedback at the start, but then you'll see your sales increase," says Bally Haly's Crichton. "Time will tell for us."



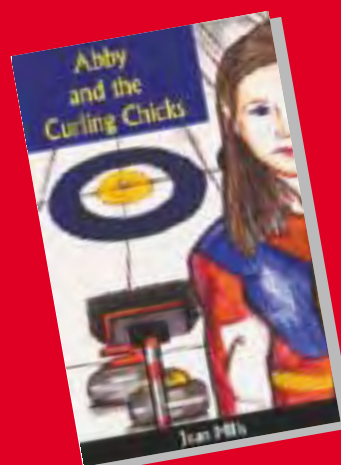
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**2004 Scott  
Tournament of Hearts  
Polo Sweatshirt - Red**

16oz Fleece - cotton/polyester blend with zipneck.

**\$65**



**Abby and the  
Curling Chicks**

by Jean Mills

A novel for intermediate readers and would probably appeal mostly to girls aged 10-13. Girls who curl, that is!

**\$12**



**2004 Nokia Brier  
Baseball Cap**

Navy with white trim. Heavyweight brushed cotton drill hit.

**\$20**



**2004 Nokia Brier  
Mockneck**

Long sleeve shirt - white 100% prima cotton pre-shrunk jersey.

**\$35**

To purchase any of these items or others from the CCA product list, go online to [www.curling.ca/online\\_store](http://www.curling.ca/online_store). All transactions are secure. If you prefer using the telephone, call Rachel at 1-800-550-2875 (ext 101) to place your order. (prices are in Canadian dollars and do not include GST and shipping charges. Ontario residents add 8% PST)



# Volunteer Burn Out

By Mort Cooper

## ARE you and others at your curling club suffering from volunteer burnout? If so, then read on!

We have all heard about how difficult it is to get and keep volunteers at our club. Or, we've heard, "I've done the job for ten years, now it is time for someone else to do it". Or let's try this one, "I have too much to do, I cannot possibly attend that extra meeting, so I guess nobody will be there to represent us".

Yep, we've heard it all before. It does not change. Maybe that is how you feel at your curling club. So how did we get like this? How do we fix the problem or keep it from happening at your club?

Every volunteer organization has a group of people at the top. They might be called the Board of Directors or the Executive Committee. No matter what the case, somebody is at the top. Below them are working committees caring for groups of people or specific pockets of activity. This collection of committees is called the organizational structure. The 'foundation' or 'base' of any group, large or small, is the organization structure. Without a strong foundation holding up your house, the house will crumble. Well, the same goes for organizations. Without an organization structure in place, the rest of what you wish to do will be doomed to fail at some point. Volunteers will become frustrated, annoyed and quit. Who needs the hassle. Sound familiar?

Next step is to write down your organizational structure and make it available to the committees and the volunteers on those committees. This is your blueprint on how all the pieces fit together. Remember the old saying, "a picture paints a thousand words". If your organization's blueprint is available to be seen, then all the parts of the organization will see where they fit in. Just like building a house; follow the plan and follow the blueprint.

Now that you have your organizational structure laid out before you, you need people/volunteers to be involved with these committees and most importantly; these people/volunteers need to know what they're supposed to do. Positions or titles on the committee need to be identified. These may change from committee to committee or from Board to Board of different clubs.

So let's use the following as an example to guide us through this process. There will be a:

- President or Chairman
- Vice President or Vice Chairman
- Secretary
- Treasurer (or combined together Secretary / Treasurer)
- Social/Entertainment Chairman
- League Chairman
- Ice Chairman
- Bonspiels Chairman
- Building & Property Chairman

Now that we have these titles, outline the specific duties of each position. We could even call them 'job descriptions'. But, before you get all excited that job descriptions are only for the staff or the

people getting paid or "I'm a volunteer and I don't need a job description", remember that these job descriptions just started out as a list of duties; a guideline. It is an outline of the duties for the position. Laid out in black and white, on paper, so everyone can understand what is being asked. That's right! The information is being 'clearly' presented so people can see what is being asked of them. Now isn't that a great idea!

A critical piece, related to the job description, is the amount of work being asked of a volunteer. The number of duties to be performed should be achievable. If the job description is long and overwhelming, then of course who in their right mind is going to accept that volunteer position. Present the job description as a small list of duties that can be achieved in a reasonable amount of volunteer time. Make the volunteer contribution fun and not to feel like work.

Logically, the next thing the volunteer is going to ask is how long they will be required to stay in that position? This is related to the 'terms of reference' for the committee. The terms of reference will: outline how long a person is to be in a position; it will note the rotation of succession; and, it will show how many committee members rotate on the committee and how many rotate off the committee at any one time. This information then completes the outline of the obligation being asked of a volunteer.

Remember another old saying, "Many hands make for light work". Well take that saying literally and put it to use. Be sure that members of your committee know that they can have others to help on a sub-committee. Several minds working together are better than one. By doing so, you share the work; as group you speak with a louder voice; develop camaraderie; generate a lot of fun; and ultimately, achieve more success.

So now all this information is in place, how do I get my volunteers? There are several ways to go about collecting volunteers.

1. Bulletin Board Notice – This is an effective way to spread the message that volunteers are needed, but is not an effective way in convincing people that your group needs their help.
2. Stand Up and Beg – Again this method of broadcasting is a great way to tell everyone there is a need for volunteers, but it may also send the wrong message. If you have to beg, then maybe there are bigger problems with this committee; no one wants to be part of a failure.
3. Personal Approach and Ask – One-on-one is the 'best' way to attract volunteers. You ask people with whom you have confidence and know they will put forward their best effort. Some people only need to be asked and they would be pleased to contribute. Some other people may even be honoured that you asked them to join our committee.
4. Election – This is the most trusted means to acquire volunteers. People are making themselves available (opting-in) to be elected for service and therefore, have a self-generated interest to perform the tasks well and

the desire to be successful. Sometimes it is not easy to create a slate of candidates, so you may have to use the 'Personal Approach and Ask' method, in order to conduct an election.

**Important Note: No matter how the volunteers are acquired, there should be some form of election process or approval of their willingness to serve from the populace. Empower the volunteers you have in place and give them the authority to act. The last thing you want is for someone to say, "Who put you in charge?" This is called covering your flank! (You know what I mean!)**

If you have the opportunity, it is also important to have qualified people to do the job. There is no sense to place a person in a position, which they are not qualified. The volunteer will be destined to fail, be unhappy with the job and, more than likely, will quit. The effect of this situation could be demoralizing to the committee and to the club as a whole. You may also lose a good member.

One thing that should be mentioned and it does not happen very often, is to make sure that you have jobs for your volunteers to care for. It can become a serious problem when your volunteers are under-utilized. From an actual case, there was a hard working committee chairman who did everything. The other volunteers were called together once in a while to provide agreement on what was being done. In some cases the decisions had already been acted upon. Following a couple of years of this routine, the chairman moved to another committee. Those left in charge from previous years had no idea what was to be done, when to do it or how to do it. Some of those committee members quit due to a lack of direction, while those choosing to stay on, were left to re-invent the wheel.

A busy year at the curling club is now done and what a successful year it has been. Sometimes all it takes to keep volunteers coming back is to say "Thank You". A little gratitude expressed in the club newsletter or at a club gathering can be heartfelt by those devoting personal time for the organization. People strive to be recognized. Some people need more attention than others do, but we all wish to be liked by our peers. To say thank you could be all it takes to have happy volunteers. Also, it is a terrific idea to host a volunteer party for all the folks who have devoted numerous hours caring for the business of curling. Moreover, why not recognize, on an annual basis, that very special person whom each year goes beyond the call of duty. A place of honour on the club wall can be very gratifying for many people. What a great way to say thank you!

Ok! We are now done reading. So what did we find out? That...

- when an organization structure is created;
- when procedures are put in place and followed;
- we understand that 'many hands make light work';
- enjoyment is an important element of volunteering (having fun);
- saying thank you and providing

suitable recognition is vital; ...your curling club can be successful and no longer needs to suffer from volunteer burnout!

What next? If your club's human resources are burnt out, maybe some of these thoughts will help correct the problem. What will be the legacy to your involvement at the curling club? Maybe you could change how business is dealt with at your club and make for a happier environment. There is no way around it; the process has to start somewhere!

*(Editor's note: a tip that can help your retention of new members is to ask first and second year members to volunteer. Getting them involved early in their "curling careers" will go a long way in cementing your relationship with them and will build your volunteer base to boot!! Also, Mort speaks about volunteers that are qualified to deliver on the job descriptions. How do we know what skills or hobbies our members can offer? How about asking the question on your membership application forms. Or when you survey your membership. Ask what they do and what are their hobbies or special skills.)*

*We would appreciate your responses to this article via the Business of Curling Forum at <http://www.curling.ca/webwiz/forum>. Let us know what's working at your club, your success stories and your challenges. By sharing ideas, we can all benefit!*

*Mort, better known by his friends as Mort, lives in Brantford, Ontario. Mr. Cooper has been involved with curling administration for 24 years. He is a member of the Business of Curling team in Ontario.*

## No worries about electricity!!



Carrbridge Outdoor Curling Club, Scotland

The Club is only open for curling when the pond is naturally frozen - it needs to be at least -3° for a few days before it will freeze enough for curling. Visitors are welcome to the club, stones are provided and the club hut has a lovely hot pot bellied stove to keep you warm between turns. There is a charge to play.



# 2003 CCA Volunteer of the Year Award



Photo by Michael Burns Photography

Don Petlak, CCA Vice President, Maureen Miller, CCA President and Ellery Robichaud, 2002 Volunteer of the year

Four years ago, the Canadian Curling Association created an important recognition tool at the national level called the Volunteer of the Year.

The sport of curling continues to experience sustained growth at the community level aided by comprehensive and quality television coverage, very successful championships and a new found respect within the sport community. (We're cool again!)

A key factor to this recent growth, as well as throughout the history of our sport, is the valuable role that volunteers play as the engine that allows curling clubs and these showpiece championships to thrive.

We congratulate this army of volunteers who give unselfishly of their time and abilities and we look forward to reading your submissions for the 2003 national volunteer of the year.

## Nominations

The 2003 award will identify Canada's top volunteer from the 2002-2003 curling season.

Applications are now being accepted for the 2003 Curling Club Volunteer of the Year Award. The forms are located at [www.curling.ca](http://www.curling.ca) under the heading "Grants, Awards & Scholarships" and the deadline for application is December 31st 2003.

Filling out the application is simple. We require a 500 word essay outlining the impact of the volunteer on your club's operation during the 2002-2003 curling season. This is important. Please do not describe, for example, how your volunteer has contributed his or her time and skills for the past 20 years. The award is

specific to the 2002-2003 season and we are not looking for lifetime achievements.

Complete the Volunteer of the Year Nomination Form, provide a 5" x 7" colour photograph (head and shoulders), and finally, supply the Review team with a maximum of three (3) reference letters of no more than 100 words each.

This year's winner will receive an all-expense paid closing weekend trip for two to either the Nokia Brier in Saskatoon, SK or the Scott Tournament of Hearts in Red Deer, AB. The prize includes airfare to and from the event, tickets to all playoff



Photo by Michael Burns Photography

Jake Lynka, 2001 Volunteer of the Year and Dianne Barker, CCA Board Director

games and social activities, a crystal trophy, a crested Berber pullover, \$200 in spending money, and a CCA recognition banner to hang in the curling club



Photo by Michael Burns Photography

Zivan Saper CCA President and Stuart Parrott, 2000 Volunteer of the Year

## Honour Roll

2000 - Stuart Parrott - Beausejour CC in Beausejour, Manitoba

2001 - Jake Lynka - Penticton CC in Penticton, BC

2002 - Ellery Robichaud - Beausejour CC in Moncton, NB

2003 - ???

# The Blind River Curling Club

The Blind River Curling Club (about 160 kilometres west of Sudbury) continues to challenge itself to come up with new ideas to increase and sustain awareness of the sport in their community and to continue to offer more than just curling for its membership. These photos are proof of this.



Photo and caption by Maymar Gemmell

"We had a Ford "Hot Shots" contest for the wind-up of our women's league (last) March. Thanks to the generosity of our local Ford Dealer, North Shore Ford, they gave us a wonderful miniature car and other prizes to give away - all before the Ford World Championships, so our timing was good to keep the interest up."



Photos by Maymar Gemmell

Last season, the club entered a curling float in the Community Days parade. This year, Maymar Gemmell writes: "Instead of entering a float...we put a curling club team in the dragon boat races. We qualified for the finals after two preliminary races. Six teams make (it) to the finals and we finished...6th!! All (are) very proud of our achievement and (are) talking about "next year".



Photos by Maymar Gemmell



## 2003 Curling Development Fund

Here are the results of the 2003 Curling Development Fund in alphabetical order.

We received 126 applications requesting more than \$700,000. 41 successful applicants shared in \$95,680. The Canadian Curling Association would like to extend a sincere thank you to the host committees and volunteers from the 2003 Scott Tournament of Hearts in Kitchener, Ontario and the 2003 Nokia Brier in Halifax, Nova Scotia for their efforts which led to the financial contribution to this Fund.

<b>Abbotsford CC, Bc</b> Membership Campaign \$1500	<b>Gananoque CC, On</b> Condenser \$4000	<b>Morrisburg, On</b> Junior Stones \$2000
<b>Barriere CC, Bc</b> Promotion Campaign \$ 740	<b>Geraldton CC, On (northern)</b> Membership Campaign \$2000	<b>Norwich CC, On</b> Roof \$4000
<b>Boucherville CC, Qc</b> Junior Stones \$2000	<b>Glenmore CC, Montreal, Qc</b> Junior Stones \$3000	<b>Osoyoos CC, Bc</b> Ice scraper \$2225
<b>Broadview CC, Sk</b> Furnace \$ 950	<b>Hamiota CC, Mb</b> Chiller \$2225	<b>Prince Edward Island Curling Association</b> Ice Tech Training \$2000
<b>Brownsburg CC, Qc</b> Compressor \$2000	<b>Hub City CC, Saskatoon, Sk</b> Youth Program \$2000	<b>Pembroke CC, On</b> Chiller \$4000
<b>Carleton Place CC, On</b> Junior Stones \$3000	<b>Kincardine CC, On</b> Furnace \$1700	<b>Pincher Creek CC, Ab</b> Awareness campaign \$ 900
<b>Castlegar CC, Bc</b> Ice Scraper \$2225	<b>Laurier CC, Victoriaville, Qc</b> Ice Scraper \$2225	<b>Redwater CC, Ab</b> Water system \$1200
<b>Chedabucto CC, Boylston, Ns</b> Compressor \$4000	<b>Lumby CC, Bc</b> Chiller \$4000	<b>Ripley CC, On</b> Refrigeration system \$4000
<b>Chester CC, Ns</b> Adult Development \$ 600	<b>Lunenburg CC, Ns</b> Chiller \$4000	<b>Saltcoats CC, Sk</b> Chiller \$3500
<b>Chinguacousy CC, Brampton, On</b> Teacher Development \$1000	<b>Maple Leaf CC, O'Leary, Pe</b> Condenser \$3500	<b>Ste. Anne CC, Mb</b> Promotion Campaign \$ 500
<b>Edenwold CC, Sk</b> Roof \$1000	<b>McBride CC, Bc</b> Membership Campaign \$2000	<b>Town of Mount Royal CC, Montreal, Qc</b> Promotion Campaign \$3000
<b>Edmundston CC, Nb</b> Business of Curling (dollar total to be determined)	<b>Medstead CC, Sk</b> Ice Scraper \$2225	<b>Whitehorse CC, Yk</b> Friend-Get-A-Friend Campaign \$3000
<b>Espanola CC, On (northern)</b> Refrigeration System \$4000	<b>Montreal West CC, Qc</b> Renovations \$4000	<b>Yarmouth CC, Ns</b> Ice Scraper \$2225
<b>Fenelon Falls CC, On</b> Furnace \$2240	<b>Morden, Mb</b> Membership Campaign \$1000	<b>Total: \$95,680</b>

## The Legacy of Montreal Thistle

The Montreal Thistle Curling Club is pleased to announce, in conjunction with the Canadian Curling Association's Curling Development Fund, that they will donate additional funding to three Quebec curling projects that have been approved by the CCA Development Fund for 2003. The projects are Junior rock programs for both the Boucherville and Glenmore Curling Clubs, and a membership campaign for the Town of Mount Royal Curling Club. Previous grants include a donation of Junior rocks to the St Lambert Curling Club after their club was rebuilt in 2002 following a disastrous fire. The Montreal Thistle Curling Club, established in 1843, closed its physical doors in 1999 but remains an active participant in bonspiels and events in and around the Montreal area. Proceeds from the sale of the building have enabled the club to establish a development fund dedicated to the advancement of the sport of curling in the province of Quebec. The club will work with the CCA to identify projects worthy of funding. Applications for funding from the CCA development fund are forwarded to Montreal Thistle Board of Directors for their consideration. In addition, funding for trophies and projects outside the normal scope of the CCA fund are also considered. The Montreal Thistle Curling Club would like to thank the Canadian Curling Association and Gaston Letendre, former Executive Director of Curling Quebec for their help in the formation of the Montreal Thistle fund. For more information about the Montreal Thistle Curling Club or its development fund, please contact Dave Ingham, the club secretary, at 514-332-0368 or by email at [dave.ingham@sunlife.com](mailto:dave.ingham@sunlife.com)



Chester, NS



Lumby, BC

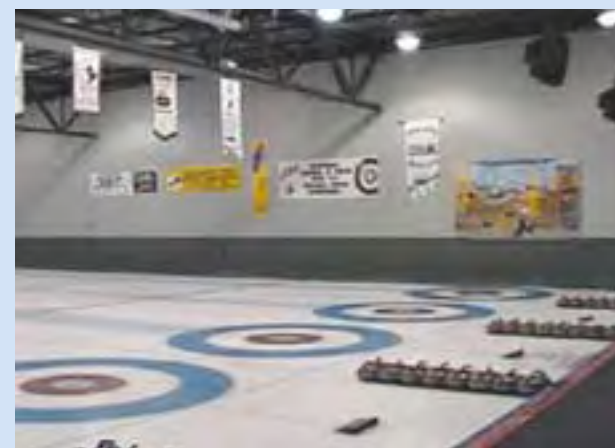
**WE USE A HAMMER TO MAKE OUR POINT**

**REGISTRATION**  
 Saturdays, September 13, 20, 27  
 Noon-4:00 pm  
 Mount McIntyre Recreation Centre  
 "Bring a Friend"

Whitehorse Curling Club  
 667-CURL (667-2875)

**GO CURLING**

Whitehorse, YK



Boucherville, QC



## LaScie - a success story!

By Jean Blackie



LaScie, population 1500, is the largest fishing community on Newfoundland and Labrador's Baie Verte peninsula. Twelve years ago, adults in this community started curling once a week in the hockey arena and have had anywhere up to 96 members participating ever since. There are pockets like this throughout our province where curling 'happens' once a week on stadium (arena) ice.

In an effort to interest the younger generation, Munden Coates, the principal of Cape John Collegiate, introduced curling to the physical education curriculum. Every student taking physical education from grade seven through high school completes the curling unit.

After a few years, an after school program was developed with 32 juniors participating. This enthusiastic principal also felt his students needed exposure to competition bringing 6 teams to the NLCA's inaugural Provincial 17 & under Championship. As he explained, "we (the adults) are recreational curlers, but we want to take them (the juniors) a notch above." This proved to be an eye-opener for both the curlers and coaches, all of whom were without formal training. Mr. Coates knew that it would be the

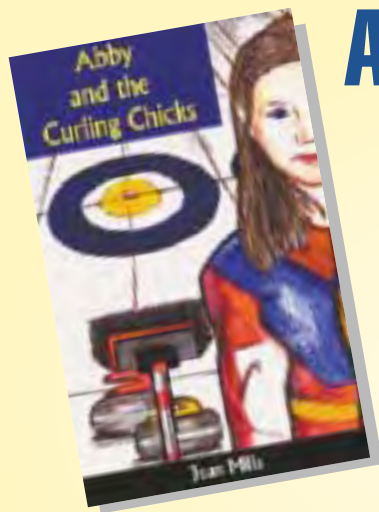
make or break turning point. His faith in the strength and determination of these students proved right on the mark. Although they won only one game and their technique was far below the rest of the teams, they came back determined to improve. In less than one month, I was on my way out to do a Level 1 Clinic for coaches and a camp for juniors.

We began with the eight coaches taking Level 1 and the next morning we all went on the ice with 27 eager juniors. I could not believe the improvement in only once month. Gone were the knee slides and no more brooms over shoulders or leaning on rocks. With the eight coaches actively participating, we went through rigorous series of drills. I had never met such an enthusiastic bunch. We continued throughout the afternoon and the

only way we finally got them off the ice was when it had to be converted back to hockey. They are very lucky to have an ice-maker that does a great job which can be difficult in arenas. Glen Bungay spends from three to four hours to convert the surface from hockey to curling and it is good as it is in some clubs I have been in.

This year, only two years after the first Provincial 17 & under Championship, their hard work paid off when the girl's team from LaScie won the Provincial 17 & under Championship a the boys' team made the finals (also, another boys' team won their zone in the provincial play-downs for junior boys).

In the upcoming season, they are hoping to host the zone championship which will be the first time on arena ice in this province.



## Abby and the Curling Chicks

quickly becoming enthusiastic about rocks, brooms and bonspiels, Abby remains unimpressed, concentrating instead on writing the winning story for the Young Authors contest. Trouble results when her prize - attendance at a writing conference - conflicts with the school curling championships, an event she had agreed to take part in with her team, the Curling Chicks. With the help of her best friend, Will, and some guidance from the club's junior star, Catherine, Abby works through her difficulties with her friends, learns a lot about loyalty and sportsmanship, and realizes that maybe writing isn't her only talent.

Jean Mills grew up in Toronto and obtained a master's degree in English from Queen's University in Kingston. In 1991, she moved with her young family to

Vankleek Hill, Ontario, a small rural town where the curling club played a big role in community life. Jean's background in teaching and writing, combined with her love of curling, provides a natural setting for Abby and the Curling Chicks. Now living in Guelph, she is also the author of Wild Dog Summer and The Legacy both published by Nelson Canada and used in classrooms across Canada.

This new book is now available at the Canadian Curling Association's web site at [www.curling.ca/online\\_store](http://www.curling.ca/online_store). For the low price of \$12, Abby and the Curling Chicks makes for an ideal gift for the young curlers in your junior program. It's a novel for intermediate readers and would probably appeal mostly to girls aged 10-13. Girls who curl, that is!

## After the game...

By Danny Lamoureux

Identifying trends that can impact curling club operations is a key function for all board of directors and club managers. Understanding what is happening out there will lead you to make more informed decisions about the operation and policies of your curling club.

### Casual Rentals

Forgive the exaggeration, but it might be safe to assume most businesses and charities either stage their own golf tournaments each year or, if their business is not big enough, they will play in others or at minimum contribute prizes. And this happens in every city at every golf club in Canada. So much so, that in larger centres, there is significant overload and there are too many charities and other organizations chasing golfers.

### As curling clubs, how can we take advantage of this trend?

Why not start a trend of your own by offering to host charity events at your club. Most charities are looking at winter activities to supplement their summer fundraising and what better sport and/or venue to do it than the curling club. There are already many charity events organized by curling volunteers and held at the club, but that is not what we are proposing you do. Market your building and

services to charities and businesses to hold curling days. Let the charities and businesses to do the organizing, the getting of the teams and prizes. The club offers its ice at a fee (do you think golf clubs give away free green fees!?) and the participants and spectators will use the club's food and beverage facilities.

### Here are some tips to getting started and making money!:

- Make sure you can deliver. Is your ice good? Is your club clean and tidy where everyone feels comfortable? Can you provide food service? Is your bar well stocked with bartenders who can make non-traditional drinks? Do you have anyone who can give a group an introductory lesson prior to the rental?
- In the off-season, keep track of what happens at the golf course. You'll see the ads/stories in the papers and on the local info cable channel. Now you have a contact list.
- Design a package. Could be gold, silver, bronze where gold is ice rental, banquet and lessons; silver is ice rental with lunch; and bronze is ice rental only.

### Business of Curling Discussion Forum

The CCA's web page now offers a dis-

cussion forum called the Business of Curling. This area is a communication tool for presidents, board members, volunteers, managers, ice makers and/or members to share success stories, successful ideas and concerns / challenges they are facing. There may be a solution out there and we'd love to hear stories of full leagues and new programs!.

We also are encouraging Canadian curling clubs to post a snapshot of their 2003-2004 membership. Let us know how you are doing. What's up; what's down. We're anxious to hear!

The site won't be moderated; however, CCA Business of Curling® facilitators will post their experiences where applicable and will be encouraged to jump in when the topic is relevant.

We encourage you to participate and, as a special bonus, all logins between November 1 and December 15th will be entered into a draw for one of four copies of the popular curling computer game Takeout Weight Curling.

The web address is <http://www.curling.ca/webwiz/forum/> and we encourage you to participate!



## MultiCast Networks Inc. (MCN)

MultiCast Networks Inc. (MCN) a leading sports and entertainment web streaming solution provider, announced that in co-operation with the Canadian Curling Association (CCA) and the World Curling Federation (WCF), MCNSPORTS will be providing a global web-casting Pay-Per-View package for the 2003 Continental Cup of Curling, being held in Thunder-Bay, Ontario, Canada on November 27th to 30th, 2003. "This is great news for curling fans all over the world" said CCA President Don Petlak. "Not only will MCN be web-casting the event using the highest quality of Internet technology, they will also be showcasing an exciting brand of world-class curling competition." MCN offers unprecedented simplified streaming solutions "as a service", so media, sports and entertainment content providers have ready access to the power and technology they need, whenever they need it. "The excitement and quality of competition displayed at the Continental Cup of Curling tournament will be delivered throughout the world at a very affordable price through our exclusive SX4 (v.2) software and delivery model" said Marc Brunet, President and CEO of MCN.



To sign up for streaming of the Continental Cup, look for this logo on the main page of the CCA's web site at [www.curling.ca](http://www.curling.ca).



Enjoy!



## 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](http://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. 21st, 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 (min-

imum 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](mailto:info@curling.ca))*

This article was originally appeared in October 2002.



Jan Betker played third for Sandra Schmirler in winning three world championships and the 1998 Winter Olympics gold medal for curling.



SANDRA SCHMIRLER FOUNDATION



Helping Families With Seriously Ill Children

### The Ford Eight Ender Program continues to grow in popularity with both our dealers and curlers.



The 2003 program was extremely successful. Over 255 dealerships supported 585 clubs across Canada.

170 Eight-Enders were scored and a total 680 curlers were awarded the Ford Eight-Enders Recognition Package.

We would like to extend our congratulations to Mr. Joe Lansing, the winner of a 2003 Ford Focus ZX5 (two-year lease).

Mr. Lansing, a member of the Viking Curling Club, submitted the winning ballot at Lamb Ford Sales in Viking, Alberta.



Best Western International is a supplier to the CCA's Season of Champions and to the Guy Hemmings

Rockin' the House Tour. In cooperation with the Canadian Curling Association, they have designed the Member Value Program for the benefit of all Canadian curlers and their families.

As a member of the Canadian Curling Association, you are entitled to savings up to 20% at more than 4000 Best Western hotels worldwide... each featuring the service and amenities you want at a price you're willing to pay.

Use this service for bonspiels, business travel, family vacations or any reason to stay at the world's largest hotel chain!

Simply call your special MVP telephone number and mention the Canadian Curling Association number and start saving today.

Eastern Canada 1-800-441-1114  
- code number 00154250

Western Canada 1-800-441-1114  
- code number 00151970

*Have a safe trip!*

Privacy Notice - The Canadian Curling Association is committed to respecting the privacy of visitors and electronic members to the web site. The CCA does not gather any specific personal information from this service.



### ONLY \$6 per MONTH

The Canadian Curling Association can provide paid Windows 2000 web hosting and other web services to any member curling club for a one time set-up fee of \$40 and a monthly hosting charge of \$6. (Year One cost would be \$119.84 - GST included. Year Two cost would be \$77.04 - GST included)

### NO DOMAIN NAME NEEDED

You do not require a domain name (or the annual costs of owning your own domain name). The CCA has registered [www.curlingclub.ca](http://www.curlingclub.ca) and any club can use this domain with our hosting package by simply adding the club name. (e.g. [winnipeg.curlingclub.ca](http://winnipeg.curlingclub.ca))

### NO BANNER ADS OR POP-UPS

You will not be connected in any way to [www.curling.ca](http://www.curling.ca) or any other CCA affiliated site nor will you be required to host banner ads or any other form of advertising.

**GO TO  
[www.curlingclub.ca](http://www.curlingclub.ca)  
to register!**



## 2004 STRAUSS CANADA CUP OF CURLING

Canada's top curlers will be on the road to the Olympics when they descend on Kamloops for the Strauss Canada Cup of Curling presented by Aquafina.

pion Sherry Middaugh, Women's world silver medallist and Scott Tournament of Hearts finalist Cathy Cunningham. Experience the curling competition and then enjoy the Canada Cup pub for music, up-close and personal interviews and special events.

The Canada Cup of Curling is hosted by the non-profit Kamloops Charity Curling Society to support the Sandra Schmirler Foundation. The Foundation assists families of children with life-threatening illnesses.

Call any Ticketmaster outlet or Kamloops Sport Mart Place box office at (250)828-3339, or visit [www.thecanadacup.ca](http://www.thecanadacup.ca)

**Ken Lawrence**  
Event Coordinator  
Canada Cup of Curling

The national sports spotlight will focus on Kamloops as men's and women's teams from across the country compete for prizes totaling \$180,000. Winners are automatically entered into the 2004 Continental Cup and a berth in the 2005 Trials to represent Canada at the Winter Olympics in Torino, Italy.

The Canada Cup features 15 draws from January 6th through the 11th at Sport Mart Place. Round-robin preliminaries will reduce 10 men's and 10 women's team down to a six-team playoff. CBC will cover both finals. Once again the field will include many of the best curlers in Canada including Canada Cup and world champion Randy Ferbey, Brier finalist Mark Dacey, former world champion Russ Howard, Canada Cup cham-

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[danny@curling.ca](mailto:danny@curling.ca) • [www.curling.ca](http://www.curling.ca)