

The Business of CURLING

Le curling, nos affaires

NOVEMBER/NOVEMBRE 2004

CANADIAN
CURLING
ASSOCIATION
CANADIENNE
DE CURLING



INSURANCE FOR YOUR FACILITY

by Joe Pavia

For John Shea, curling club insurance is about love of the game and piece of mind for the clubs.

Ottawa based Shea is the owner of John Shea Insurance Brokers Ltd. Seven years ago he developed a comprehensive insurance program specifically tailored to curling venues. They are buildings he knows well. "The reason I did this" he said "is because I love curling. If a curling club burned down I would hate to see a club close because it didn't have the right coverage."



Shea seemingly grew up in curling rinks starting at fourteen years of age. His on and off ice experiences have taken him through cleaning ice for \$1 a sheet, to recreational and competitive curling, from committee work to a club presidency to chair of Ontario's provincial championships. This grounding provided him with a solid foundation for assessing what the needs are for curling club insurance.

He also realised the budget restraints under which clubs operate so he set out to design a coverage program where bulk buying power results in an attractive price

break for his target market.

How can his policy be more cost effective? Shea has partnered with Dominion of Canada Insurance Company to be able to offer curling clubs a group plan. This made all the difference regarding price and helped the individual clubs rationalize the need for adequate insurance coverage.

"Clubs can save 10% to 50% on their existing policy by joining this program. A \$15,000 premium can cost only \$9,000 under the program." With 110 Ontario clubs now participating in the program, Shea feels he has saved Ontario clubs \$250,000 annually.

What's included in the plan?

Replacement cost for the building and contents. He cautions that many curling clubs are under-insured in this category. This clause covers all risks such as fire. The same site clause is removed as well meaning that a club can build on another property.

- Liability insurance – the coverage should be up to \$2 million per occurrence.
- Crime insurance – robbery, break-ins, counterfeit money, employee dishonesty and includes volunteers.
- Equipment break down insurance – includes the ice plant equipment and computers.
- Directors and officers insurance – covers all executive for individual and

group actions.

- Blanket bylaw coverage
- Flood, sewer backup and earthquake coverage.
- Business interruption insurance – for a 24 month period.

John Shea Insurance Brokers can assess a club's individual needs because he says: "Every club is like a fingerprint. Everyone is different." He hopes he can save you some of the scarce dollars a club has but the object of the assessment is not only to save money but also to provide insurance coverage designed for curling clubs.

For instance, if a club uses an independent icemaker, does he or she have their own liability insurance? He can offer liability for individual icemakers. His company can also tailor packages for a

club that rents or leases a facility. He even has a product for rental leagues!

With the reach of Dominion Insurance, Shea has brokers available in every part of Canada ready to assist clubs to develop their insurance program.

For more information contact:

John Shea Insurance Brokers Ltd.
203 – 2625 Queensview Drive
Ottawa, ON K2B 8K2
Telephone 613-596-9697
Fax 613-596-2247
Toll Free 1-800-281-9496

E-mail: bkjng@johnsheainsurance.com

"My best advice (about insurance)" remarks Shea "...ask the questions. It's like school. There are no stupid questions. When you put your head on the pillow, you should feel comfortable."



Curl Atlantic SYMPOSIUM

by Teri Lake

Most of us dedicate winter after winter to playing, competing and enjoying the sport of curling. As players, we deal with challenges such as time management, soliciting sponsorship and improving our game. Curling's spotlight usually shines on players participating in championship events. Our game is growing and changing, many thanks due to the excitement generated by that spotlight. However, in order to manage the growth effectively and retain existing successes, attention needs to be paid to strengthen the foundation of the sport; the curling club.

This past spring, Curl Atlantic teamed up with the four Atlantic Canadian provincial curling associations and seized an opportunity to bring representatives from Atlantic Canadian curling clubs together for a symposium dedicated to the business of curling at the club level. With an impressive line-up of presenters and speakers, Curl Atlantic hosted 234 participants from six provinces, representing 68 curling clubs and offering professional expertise on many challenges of day-to-day operations of a curling club. With these operations being primarily volunteer-driven, the curling club hosts a unique set of needs by requiring everything from highly-skilled ice technicians

to certified instructors to board members.

The need for this type of symposium was directly related to the fact that 96 curling clubs exist independently in Atlantic Canada. Most were operating on a best-as-we-can-with-what-we-have system, without being able to take advantage of the valuable resources available to them or each other. This led to the organization of the Spring Symposium, allowing club presidents, managers and executive members to meet on a common ground to hear presentations and to participate in discussions. This sharing of information helped the participants gain insight to where improvements might be made at their club in many areas of the operation. Appropriately titled "Investing In Your Club's Future" the symposium addressed the often-overlooked heart of this game and its future; the curling club.

The symposium was held May 14-16, 2004 at Sackville, New Brunswick's Mount Allison University campus. The conference spanned a weekend jam-packed with quality content spread over three simultaneous streams of sessions where representatives could navigate themselves among their topics of choice. The organizers recommended each club send at least three delegates in order to bring as much

valuable information back to their organization from every session offered.

Stream 'A' entitled *Curling Club Operations* was kicked off by retired Nova Scotia Community College instructor, Gerhard Schwekowsky. Schwekowsky addressed industry trends, offered tips and illustrated success stories on operating a profitable curling club bar. In traditional curling fashion, Schwekowsky had ample amounts of alcohol on hand for demonstrating trendy and popular cocktail recipes. Time was also spent on the concept of inventory – a much overlooked business tool at the club level. Curling enthusiasts are well-known for our social habits but this room was all business and Schwekowsky was able to get away with his booze in tow.

The next session in Stream 'A' was presented by Business of Curling facilitator, Leslie Kerr. Kerr's session, *Our Books – Keeping Track of our Hard-Earned Money*, provided an introductory look at accounting principles, fundamentals and software and the importance of budgeting. Kerr illustrated her points with case studies. She used a sample club to give examples of balance sheets, income statements, budgets, inventory tracking and taxation. Kerr also presented a checklist

of what to look for when analyzing financial statements and stressed the importance of multi-year comparisons to track success over time.

Following Kerr, Cimco Refrigeration's Derek Hawes offered insight on the intricacies of refrigeration and preserva-

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2004 CURLING DEVELOPMENT FUND RESULTS

Here are the results of the 2004 Curling Development Fund in alphabetical order.

We received 68 applications requesting \$346,000. Thirty-nine curling facilities and one Member Association shared in grants totaling \$115,040. The Canadian Curling Association would like to extend a sincere thank you to the host committees and volunteers from the Tournament of Hearts and Brier for their unselfish efforts in the success of their events which led to the financial contribution to this Fund.

Abbey, SK ice scraper \$2,250	Hanna, AB ice scraper \$2,250
Armstrong, BC heaters \$2,000	Highlander, Antigonish, NS ice scraper \$2,250
Arnprior, ON membership recruitment \$2,200	Horne Granite, New Liskeard, ON ice scraper \$2,250
Baie Verte, NL pebbling equipment \$300	Kapuskasing, ON promotion campaign \$1,500
Curling Beauséjour, Moncton, NB condenser \$3,000	K-W Granite, Kitchener, ON building renovations \$6,000
Berwick, NS youth stones \$1,500	Magog, QC roof repairs \$3,000
Birch Hills, SK lighting system \$3,500	Merritt, BC promotion campaign \$990
Bridgewater, NS youth curling stones \$2,500	Miami, MB roof repairs \$6,000
Brookfield, NS membership recruitment \$1,600	Nashwaak, NB youth curling stones \$1,500
Campbellton, NB compressor \$4,000	Nelson, BC chiller \$6,000
Chicoutimi, QC compressor \$4,000	Northwest Territories Curling Association new curler and instructor training \$7,500
Collingwood, ON membership recruitment \$2,000	Seaforth, ON headers \$4,000
Cumberland, ON youth curling stones \$2,000	Smithers, BC renovations \$1,500
Dalhousie Legion, NB equipment repairs \$4,000	Smiths Falls, ON youth curling stones \$2,000
Elmira, ON youth curling stones \$2,000	Sutton, QC compressor \$4,000
Emerson, MB roof repairs \$3,000	Sylvan Lake, AB ice scraper \$2,250
Enderby, BC heaters \$1,200	Vallée de la Rouge, Ville de Rivière Rouge, QC ice scraper \$2,250
Exploits, Grand Falls, NL compressor \$3,000	Victoria CC, Winnipeg, MB ice scraper \$2,250
Glooscap, NS compressor \$6,000	Wolseley, SK improvements to arena \$6,000
Haliburton, ON youth curling stones \$1,500	



On the ice at the Elmira Curling Club (southern Ontario). They received \$2000 towards the purchase of junior stones.

The deadline for application for 2004-2005 is June 3rd, 2005. While the complete information package will be mailed out to all clubs this November, here is a brief outline of the program.

Under the Event Management System for the Brier, Tournament of Hearts, and Canadian Curling Trials (once every four years), the CCA has committed 10% of net profit from each of these events to the CCA Curling Development Fund. Every affiliated curling club in Canada is eligible to apply for funding.

There are three types of grants available to **curling clubs**:

- Business of Curling Phase 2 workshops:** two-day facilitated session designed to help Boards of Directors create strategic plans.
- Programs and Services Grants:** based on applications for campaigns to recruit new curlers; to retain current members; to train novice and intermediate curlers; to recruit and manage volunteers; to design advertising or awareness campaigns; for training programs for Board members, club managers, or ice-makers; to purchase youth curling stones; or training of community based instructor/coaches.
- Capital Acquisition Grants** are available for refrigeration equipment, improvements to the building, or other equipment fundamental to the operation of a curling club, i.e. ice scraper.

Grants will be awarded based on two critical criteria:

- **The project will grow / impact the sport** in your community;
 - **financial need** where the survival of the curling club is in jeopardy;
- Curling clubs may apply for ONE grant. Either ONE program and services grant or ONE capital acquisition grant. Do not send in a request for a new ice scraper and a new compressor or a request for an ice scraper and money to advertise. Clubs also cannot receive grants in consecutive years.

For more information, contact the Canadian Curling Association at 1-800-550-2875 (101) or e-mail danny@curling.ca. The application forms are also available online at www.curling.ca under Grants, Awards & Scholarships.

The Town of Mount Royal Curling Club in Montreal ran a successful awareness / promotional campaign during the 2003-2004 curling season with the assistance of the CCA's Curling Development Fund and the Montreal Thistle CC Fund.

Here are the highlights of their campaign and the results.

Activities

- Launched a new website: www.tmr curling club.com (which we invite you to visit).
- Developed and distributed advertising material for schools, public and rental groups.
- Installed outdoor club banners and signage informing the public of the club location and Open Houses.
- Ran advertisements in major and local newspapers.
- Special mailing to colleges, high schools, grade schools and TMR residents.
- Held a TMR grade school orientation program.
- Held 2 Junior Open Houses separately for two week-ends supported by local newspaper advertising.
- Developed and held a complete orientation program for Open House visitors and members.
- Held special orientation sessions on Sundays.

Results

- Our overall membership has increased by 50 members.
- Our new website has had over 3000 visitors in its first year of operation.
- Schools in TMR are starting to introduce curling into their programs - either as a special activity, a 4 week orientation program, an 8 week after school program and even for the whole season.
- Rentals have increased in terms of demand, numbers and frequency.
- There has been a general increase in awareness of club activities by the residents off TMR - including an increase of membership by 10%
- Our membership is starting to renew with younger members.
- 80% of new members say they will be returning next session.
- We are better prepared to launch our new season's campaign.

Total campaign cost \$5,996
(CCA grant \$3,000)

(information taken from the summary report prepared by Elizabeth Dion - Marketing, Membership & Member Services - TMR Curling Club)

Curl Atlantic SYMPOSIUM

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tion of curling club ice. His highly technical session included an overview of the basics of refrigeration, its functions and components, as well as addressing cost issues attached to regular maintenance over the life cycle of ice. Too often the decision makers in our clubs lack the knowledge of how things 'run' in the refrigeration room and this session was intended to fill in the gaps and better understand brine pumps, chillers, compressors, condensers, headers and so on - a valuable exercise for any board of directors.

The CCA's National Ice Technician, Dave Merklinger, went further into the art of ice, with his session **Making Championship Ice at Your Club**. Backed by his 35 years experience making ice for provincial, national and international events, Merklinger's standing-room-only session was a sure success. He spoke about the components of championship ice starting with what makes a good ice technician. He addressed the club's responsibility to its members to produce quality ice for a most-enjoyable setting for social curlers and most-readable and reliable ice for competitive curlers. Merklinger then shared his advice for getting curling clubs to produce ice as close to championship conditions as often as possible. His captive audience was eager to learn ways to improve conditions to better meet the increasing demands, and to support the increasing success of Atlantic Canadian competitors on the national and international stage.

John Shea rounded out Stream 'A' with his session on **Curling Club Insurance**. Shea, owner of John Shea Insurance, has over 100 clubs participating in his company's curling club insurance program. With the astronomical costs associated with building/rebuilding curling facilities, insurance should be a no-brainer, however, like many other non-for-profit organizations, costs are cut to the slimmest margins and insurance is often passed over. Shea urged his session's participants to consider the realistic risk and cost associated with opting out of insurance coverage. He itemized several critical considerations from each \$30 club broom to an estimated \$250,000 - \$300,000 for rebuilding each sheet. Many delegates admitted their club's uninsured position and a lot of discussion was generated in this session.

Moving away from the more technical side of the symposium, Stream 'B' addressed *People: From Governance to Customer Service*.

The first presenter was Danny Lamoureux, Manager of Curling Club Development for the CCA. Lamoureux spoke on **Recruiting New Customers** and condensed his approach into a five-step process. He followed with a market breakdown of the various targets a curl-

ing club should pursue and the changing attitudes of these consumers and how they spend their time and money. Lamoureux concluded with an outline of traditional and creative new ways to recruit members.

Once you have the new member, the next step is keeping them! Leslie Kerr was back again to address the issue of **Retention or 'Keeping What We Worked So Hard to Get'**. Kerr outlined the difficulties and realities of membership retention and stressed that curling clubs should not be in competition with each other, rather to work in tandem to avoid losing members to other activities and organizations. She highlighted that 68 per cent of organizations lose members because that organization proved indifferent to that individual's needs. Kerr moved on to discuss good habits for great customer service, balancing focus between new and existing members, encouraging involvement to maximize participant experience and the how-to's of saying 'thank you.'

Toby Rabinovitz, a facilitator and adult educator with community-based provincial and national level voluntary organizations, knows that volunteers are the lifeblood of non-profit organizations. Rabinovitz opened her session on **Volunteering** with a six-step checklist for curling clubs to help manage volunteers; from assessment right through to recognition. She also indicated several markets for targeting volunteers and suggested recruiting and retention strategies similar to those for club members. Rabinovitz concluded with a brainstorming session on volunteer recruitment.

The next session, **Junior and School Programs**, was presented by Pat Bibby of Saskatchewan, as she reflected on her many years as a junior curling coordinator in Prince Albert. Bibby outlined the similarities and differences of junior programs in clubs and programs in schools and the unique needs of these groups. She offered samples of instructional plans and creative ways to introduce and educate the young on our great game.

Toby Rabinovitz was back for the final session of Stream 'B', **Board Governance**. She opened by clarifying the definitions of governing boards and advisory boards and indicated the important differences between the two for successful curling club board governance. The ever-popular discussion on retention surfaced again, this time focused on recruiting members for volunteer boards where real responsibilities and liabilities are present. Rabinovitz offered suggestions and presented a governance framework for improving the functioning of a curling club board. She concluded by speaking on the importance and necessity of committees and how to make them work effectively.

The third and final Stream 'C' was opened by Nova Scotia's Heather Smith-Dacey's presentation on **Corporate Days**. Smith-Dacey, the Marketing and Sales Director at Fox Harb'r Resort, described the importance of marketing your curling club as the key to growing the business. She outlined a specific marketing

plan as it would apply to a curling club and identified corporate curling days as the tactic producing the highest return on investment. Attracting corporations to half-day or full-day rentals is a great source of revenue to help boost operations. Corporations often pay top-dollar for extra-curricular employee team-building, holiday celebrations; etc. and curling clubs must seize this lucrative opportunity and the potential for generating repeat customers.

Brian Cowan, Chairman of Curl Ontario, followed with a one-two punch in his sessions titled **Show me the Money!** and **Technology and How it Affects the Business of Curling**. The former educated the crowd on three important revenue-generators for curling clubs: corporate sponsorships, hosting championships and government / association grants. The latter positioned the curling club as a business with technological

needs and uses. These needs and uses are identified as managing and protecting information in accordance with recently tightened privacy laws, maintaining membership databases, hosting informative, current and user-friendly websites and the effectiveness of e-newsletters.

Rob Krepps, Manager of Lakeshore Curling Club and owner/operator of his own curling instructional and pro shop company presented the **Adult Intermediate Development** session. He likens curling to golf, such that professional instruction should be available for purchase from trained professionals. Unfortunately the same is not true, in most cases, for curling. Clubs mostly rely on certified instructors volunteering their time or simply curling enthusiasts with a passion for helping others. This system works great for helping curlers at the beginner level, but leaves intermediate-or-above curlers trying to improve their game, or move to a competitive level, with limited resources. Krepps offered suggestions and shared some methodology for his template for successful progressive adult instruction.

Finishing off the Spring Symposium's content was Mort Cooper, a Business of Curling facilitator and Little Rock curling co-ordinator, with his **How-To Guide for Little Rocks**. His session contained everything you need to know to organize and operate a successful Little Rock program. He discussed the many technical aspects of adjusting the mechanics of curling to accommodate youngsters, as they are the future of our game.

Aside from the great content offered, the highlight of the symposium weekend was Saturday's banquet featuring the charismatic keynote of Guy Hemmings. The star of the CCA's *Rockin' the House Tour* has taken his playful easy-going attitude from being the sweetheart of Canadian men's curling to touring the country promoting the development of

the sport he oozes with passion for. Hemmings was nothing short of hysterical as he spoke through candid accounts to the symposium delegates. Hemmings is always the crowd favourite and his unique personality is entertainment at its best.

A lucky draw saw three delegates taking back valuable prizes to their club. The Sackville Curling Club in Sackville, NB won two event passes to the upcoming Curling Trials in Halifax, NS where Canada's Winter Olympic teams will be decided. The Granite Curling Club in Ottawa, ON received two event passes for the 2005 Scott Tournament of Hearts in Saint John's, NL. The Windsor Curling Club in Windsor, NS was gifted a "Day with Guy" [Hemmings] to promote and develop the sport and offer instructional sessions with this Canadian curling celebrity.

"We're excited about Guy [Hemmings] coming. But the women are very excited about it," joked Windsor Curling Club delegate Rae Winkelaar.

All prizes were awarded to the curling clubs for promotional use and not to the individual delegate.

Both formal and conversational reaction from attendees was very positive. Aside from his jokes about winning the 'day with Guy' prize, Winkelaar offered a more serious perspective following his participation in the symposium.

"The business of curling is something all clubs are concerned with and we [club operators] need to look at our operations from a business perspective. Curl Atlantic and the CCA provided us a great reference, now it's up to us!"

With knowledge, comes responsibility and Dave Murphy of the Prince Edward Island Curling Association held a similar position to Winkelaar. "A lot of ideas were generated and when we had our provincial get-together following the symposium, the discussion was very animated and interactive. All of us were very positive and anxious to bring the information back to share with our fellow directors."

My personal account, after taking part in the symposium and absorbing information from as many sessions as I could, was pure amazement from a player's standpoint to be exposed to the behind-the-scenes operations most of us take for granted. Talent, skill and passion for this great sport are all apparent, most decidedly on both sides of the glass.

(Editor: The Business of Curling program is available to all Canadian curling clubs. For more information or for a symposium near you contact your provincial / territorial member association)





Privacy Policy Template for Curling Clubs

To Canadian Curling Clubs:

As of January 1, 2004, organizations are required to comply with the *Personal Information Protection and Electronic Documents Act* (Canada) (PIPEDA), or its provincial and/or territorial equivalent. The Canadian Curling Association (CCA) has since received many requests from curling facilities in Canada in relation to such privacy legislation.

The stated purpose of PIPEDA, and undoubtedly its provincial and/or territorial equivalent, is "to extend the present laws of Canada that protect the privacy of individuals with respect to personal information about themselves held by (your curling club) and that provide (your members) with a right of access to that information." (Canada Gazette, Part II; Volume 135, Number 1; Ottawa, Wednesday, January 3, 2001)

The CCA hired the law firm of Perley-Robertson, Hill & McDougall LLP and Mr. Dean R. Roy to create a template for Canadian curling clubs allowing them to create their own privacy policies for their respective members.

While clubs may have the urge to simply fill in the blanks in the template to complete their respective policies, we highly recommend following this simple procedure as suggested by Mr. Roy:

"Please read and understand the template and what you are agreeing to do by making public this policy and ensure compliance with the said policy after enactment".

"Assign someone to be the privacy officer for the club. In general, the privacy officer's role is to ensure compliance with the protection of privacy/personal information and to act as a contact person with regard to any privacy-related issues that may arise from time to time."

"As a matter of practice, obtain consents from your members (including new and existing members) with regard to the content of your privacy policy and keep records of such consents (see **Member's Consent**). It is recommended that you also post your policy somewhere prominent within the club and on your web site. In the event that the member is a minor (i.e. under 18 years of age), the consent should be sought from the parent or guardian."

"Ensure that the proper security measures are in place for the protection of personal information and revisit such measures periodically to ensure that they are being adhered to and that they remain adequate."

A final note from Mr. Roy: "This form of policy was modelled to comply with the federal privacy legislation (PIPEDA). It should be noted that the said federal legislation does not apply where provinces/territories have enacted substantially similar legislation. As such, although the different legislation (i.e. federal, provincial and territorial) are similar, the use of this form should not automatically be regarded as resulting in full compliance with all statutes affecting the collection, use and/or disclosure of personal information throughout Canada."

[insert name of club]
PRIVACY POLICY

At **[insert name of club]**, we are committed to collecting, using, and disclosing your personal information responsibly and to maintaining the accuracy, confidentiality, and security of such personal information.

Personal information includes information that tells us specifically who you are, such as your address, telephone number and e-mail address. However, publicly available information, such as a public directory listing of your name, address and telephone number is not considered personal information.

We have adapted the following privacy policy that guides how we collect, use and disclose personal information about our members and prospective members. Our intent is to balance our legitimate business interests in collecting, using, and disclosing your personal information against your reasonable expectations of privacy.

- 1. Definitions**
In this policy:
a) "Business" means the business of operating the **[insert name of club]**, which includes the Web site;
b) "Membership" means a membership in the **[insert name of club]**;
c) "we", "us", "our" and the "Club" refer to the **[insert name of club]**, located at **[insert address]** and/or **[insert Web site address - if applicable]**;
d) "Web site" refers to the web site found at **[insert Web site address - if applicable]**.
- 2. Collection of Personal Information**
Our primary purpose in collecting personal information from you and about you is to ensure the provision of high quality products and/or services. We only collect personal information from and about you that we consider necessary for achieving this purpose and to permit us to conduct the Business diligently.
- 3. Use of Your Personal Information**
We may use the personal information we collect from and about you to:
a) create the provision of high quality products and/or services;
b) inform you about other and future offers, products, services, updates and events (including, expiry and renewal of your Membership);
c) enable us to contact you;
d) establish and maintain communication with you;
e) assist us in complying with legal and regulatory requirements;
f) invoice you for products and/or services;
g) collect special accounts; or
h) enable a corporate re-organization, a merger, or acquisition with another entity or a sale of the Business.
[insert additional uses - if any]
- 4. Disclosure of Personal Information**
As a matter of policy, we do not sell, rent, or lease any of your personal information to third parties without your explicit consent. However, there are a variety of circumstances where we may need to disclose some of your personal information, including the following:
a) We may disclose your personal information to an individual who, in our reasonable judgement, is making the information at your agent. For example, we may provide your personal information to your legal representative if we are satisfied that the individual is requesting the information on your behalf.
b) We may disclose your personal information as may be required by law.
c) We may aggregate personal information and disclose such information in a non-personally identifiable manner to advertisers and other third parties for marketing and promotional purposes.
- 5. Control of Your Password** **[delete this paragraph if not applicable to your club]**
You are responsible for all actions taken with any user ID and/or password used to access the Web site. Therefore, we recommend that you not disclose your password to any third party. If you choose to share your user ID, your password or your personal information with a third party, you are responsible for all actions resulting therefrom. If you lose control of your password, you may lose substantial control over certain personal information. Therefore, if your password has been compromised for any reason, you should immediately change your password.
- 6. Access, Review, Change and Destruction of Your Personal Information**
You may access, review and/or change the personal information we have in our files by submitting a written request to do so to our Privacy Information Officer at the address below. We ask that you promptly advise us of any changes to your information.
Upon your written request, we will destroy, as soon as reasonably possible and in accordance with our internal policies and applicable law, any and all personal information that we have in our files about you. Notwithstanding the foregoing, we will retain in our files some personal information in order to enable us to collect any unpaid accounts and/or as may be required by law.
- 7. Other Information Collectors**
Except as otherwise expressly included in this Privacy Policy, this document only addresses the collection, use and disclosure of personal information we collect from and about you. To the extent that you disclose your personal information to other parties, different rules may apply to their collection, use or disclosure of such personal information. Since we do not control the privacy policies of third parties, you are subject to the privacy policies of such third parties.
- 8. Protecting Your Privacy**
The personal information that is retained by us is kept in a secure environment and we use reasonable procedural and technical safeguards to protect your personal information against loss, theft and unauthorized access or disclosure. While we employ many different security techniques to protect such data from unauthorized access by users inside and outside the company, we cannot ensure perfect security, particularly in relation to the Web site.
- 9. Amendments to This Policy**
We may amend this Privacy Policy at any time by making (including, register mail and email) any amended terms to you or by posting the amended terms on the Web site or at **[insert location of club]**. All amended terms shall automatically be effective five days (5) days after posting or on the date of posting.
- 10. Privacy Information Officer, Access, Questions, or Concerns**
The Privacy Information Officer for the Club is **[insert name of individual]**.
If you wish to access, review and/or change your personal information contained in our files or if you have any questions or concerns about our privacy principles outlined above or about our practices, please contact us at:
[insert club's name]
address:
city, province, postal code:
telephone:
telex/fax:
e-mail address:

Member's Consent
I have read and understood the above Privacy Policy and I hereby consent to the collection, use and disclosure of my personal information by **[insert name of club]** in accordance with the above Privacy Policy.
Date: _____ Signature: _____
Name (please print): _____
NOTE: There are no guarantees that this form of Privacy Policy automatically leads itself to the needs and requirements of every individual club within the membership of the Canadian Curling Association. The use of this form should not automatically be regarded as resulting in full compliance with all statutes affecting the collection, use, and/or disclosure of personal information throughout Canada.

We understand the print is quite small and the CCA is mailing a copy of the template this month to all curling clubs or you can get one by sending a request to danny@curling.ca.

www.curling.ca/online_store



Sharing the Memories

A pictorial biography on the life and curling career of Sandra Schmirler, and how her legacy lives on.

This edition is a soft cover, full color bound book that contains over 450 photographs, including photos from Sandra's personal collection.

As a special feature there are excerpts from her personal notes entitled, Sandra's Words.

A picture is worth a thousand words and this book is that tenfold. There are numerous never-seen-before casual photos that give you an inside look into the life of a champion.

Sharing the Memories is a must have for Schmirler fans! This book was prepared by the following editors; Anita Beckstead, Pearl Bjerke, Judy Redlick and Alan Selin, all of whom are from Sandra's hometown of Biggar, Saskatchewan.

Sharing the Memories is published by The Sandra Schmirler Olympic Gold Park Fund, and printed by Graphic Consulting Services of Edmonton, Alberta.

SKU: CSTMB

Regular Price: \$39.95
Sale Price: \$19.95



2004 Continental Cup T-Shirt

100% Cotton T-Shirt with seamless collar and double stitched collar, sleeves and bottom. Pre-shrunk.

Available in black only.

Sizes: S-XL

SKU: CCONTS

\$23



Guy Hemmings Baseball Cap

Stone/Black baseball cap with the tour logo embroidered on the front and Guy Hemmings autograph on the back.

SKU: CGHBC

\$20



2005 Scott Tournament of Hearts Micro Fleece

100% spun polyester anti-pill Micro fleece. Half Zip top with shoulder yoke self collar, top stitching details, side seam pockets, and drawcord at hem with cord lock.

Available in black only.

Sizes: S-XL
SKU: CSCMFP

\$65



2005 Ford Worlds Sweatshirt

Gildan Ultra Cotton Sweatshirt 80/20 cotton/polyester, 17oz. crewneck sweatshirt with double needle collar, shoulders, armholes and cuffs.

Available in black only.

Sizes: M-XL

SKU: CFWSW

\$55



Curling 1.0 - the Mini-CD ROM

Just as curling club owners, presidents and managers finally seem to be getting the message that they need to provide stewardship and support to new curlers once they've signed up, along comes a funky CD to make that orientation job even easier. Once dropped into the CD-ROM drive of any personal computer (PC platform), new recruits, prospective curlers and novice players can walk through a collection of videos, animations, still photography and text that illustrate, in a simple and easy to understand format, how to really enjoy the sport of curling.

Sold in packages of 25 mini CDs
SKU: CBMCD

\$50

(25 mini CDs)

To purchase any of these items or others from the CCA product list, go online to 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)

2003-2004 National Curling Club VOLUNTEER OF THE YEAR AWARD

The CCA's Business of Curling® workshop program promotes volunteer development as a vital component to curling club operations. We encourage our facilities to formally recognize volunteers and that recognition is a significant tool a club can use to retain and re-motivate their volunteer 'workforce'.

By creating the Volunteer of the Year award, the CCA hoped to set an example encouraging clubs to create their own recognition programs while nominating a deserving club volunteer for the national award. It is very encouraging to see and hear about curling club volunteer of the year and volunteer appreciation nights in our curling clubs.

The National Volunteer of the Year Award is based on the person's contributions from the previous curling season only. The winner of this year's award will be recognized for their efforts during the 2003-2004 season. We are not looking for a lifetime of contributions since that would preclude members who have been at the club for a short time and new curlers.

The national winner will receive an all-expense paid weekend trip for two to the 2005 Tim Hortons Brier in Edmonton where they will be recognized during one of the playoff games. Provincial / Territorial finalists will receive an exclusive embroidered sweater and all finalists, including the winner, will be profiled in the Spring 2005 issue of the Business of Curling magazine.



CCA President Don Petlak, François Vary (2003 winner) - St. Lambert CC, Montréal, Quebec, CCA Vice-President Barry Greenberg

Application forms will be mailed out to all Canadian curling clubs this November and we encourage you to nominate a deserving volunteer from your club while helping the sport of curling thank all volunteers at every level!!

Here are the key details of the program. (forms can also be found at www.curling.ca under Grants, Awards and Scholarships).



Jake Lynka (2001 winner) - Penticton CC in Penticton, British Columbia and CCA Board member Dianne Barker

Eligible volunteers will have contributed in any of the following areas:

- special event (i.e. championship hosted at the club, anniversary celebrations);
- building construction, renovations or upgrades (unpaid work);
- adult, junior, youth or school program development;
- specific fundraising campaign;
- successful membership recruitment campaign;
- successful volunteer recruitment;

Note: volunteers are not restricted to these six areas. If your club has a deserving and eligible volunteer who contributed in an area not listed here, please send it in. It will be considered equally.



CCA Vice-president Don Petlak, CCA President Maureen Miller and Ellery Robichaud (2002 winner) - Curling Beauséjour in Moncton, New Brunswick

Your club's application must include the following:

- Volunteer's name
- Home address and contact information
- Employment
- Hobbies,
- Provincial/Territorial or CCA training (i.e. Business of Curling, Technical, Coaching)
- Other interests
- Sweater size
- 5" x 7" Colour photo (head and shoulders) or high resolution digital image of same
- A written description of your nominee's contribution and how that contribution had a significant impact on the curling club's operation. This essay will describe exactly how the curling club benefited and must include measurable outcomes. For example:
 - Describe any financial benefit
 - Was there a boost in membership?
 - Was a new program developed?

Note: please restrict this essay to 750 words or less. It may be written by a member of the Board of Directors, a club committee member, a club staff member or, a representative of the member association. The application form must be signed by the Club President or their designate.

The essay could also include a description of such qualities as organizational skills, ability to motivate, quality of work and so on.

A maximum of three (3) reference letters from any of the following (each 100 words or less):

- curling club President or other executive member,
- fellow club member,
- friend, family member, etc.,
- business or community leader.

The deadline for nominations is December 31st.

The national volunteer of the year will receive the final weekend trip for two to the 2005 Tim Hortons Brier in Edmonton. The grand prize will include:

- Round trip airfare for two from the nearest airport to Edmonton departing Friday, March 11th, 2005 and returning Monday, March 14th.
- One hotel room for three nights.
- Two weekend ticket packages.
- A keepsake crystal trophy.
- An exclusive one-of-a-kind embroidered sweater.
- On-ice recognition during one of the Brier playoff games.
- \$200 cash in spending money
- A recognition banner to hang in the curling club.

If you require more information, please call 1-800-550-2875 (101).



CCA President Zivan Saper and first ever winner Stuart Parrott (2000 winner) - Beausejour CC in Beausejour, Manitoba

Ontario's Frozen Water Helped Bring Flowing Water to Africa

by Joe Pavia



192 young participants, ages 13 to 19, at August's Trillium Curling Camp in Guelph, Ontario donated their camp mad money to a Canadian foundation called Ryan's Well.

The twelve-year old Trillium Curling Camp helps develop some of the best young curlers around. The jam-packed daily agenda featured on and off-ice training, ranging from execution to team dynamics to physical conditioning to mental toughness.

But in 2003 and continuing into 2004, one of the camp's physical education coaches, Shelly Zeeb, came up with an idea to help people in Africa get clean drinking water. Shelly is a volunteer for Ryan's Well Foundation.

What is Ryan's Well Foundation? In January 1998, then 6-year-old Ryan Hreljac listened intently when his grade one teacher talked about the plight of many Africans who had to walk kilometers just to fetch water. Ryan was shocked and decided he needed to build a well for a village in



Africa. He begged his parents for \$70. They eventually agreed to let him do extra chores to earn the money. Four months later, Ryan's completed the task, but that was just the beginning of the journey. Now 13, Ryan has helped raise over \$1 million for water and sanitation projects.

After Zeeb talked to campers in 2003 a tin can made the rounds with \$275 collected for the Foundation. In 2004, Zeeb shared a thank-you letter from Ryan with the campers. Out went another can and in came \$700. Donations kept flowing after camp ended. The final amount raised was \$1250.

Curling development can reach far beyond a hog line.



The Difference On The Ice Was In The Figures

by Joe Pavia



The K-W Granite Club - BEFORE



The K-W Granite Club - AFTER

The K-W Granite Club in Kitchener/Waterloo, Ontario faced a dilemma. Their club was an older, increasingly more costly facility to maintain and they didn't have the funds to build a new structure.

Through some imagination and negotiations with the City of Waterloo, K-W curlers moved to a former figure skating facility called Rink in the Park in August 2003. The City asked for an initial eight-year lease and the curlers had to renovate their new digs with their own resources. The 1978-era building contained one large sheet of ice but no other curling related amenities. The structure had to morph from figure skating to curling with the figures of renovation dollars dancing in club members' heads.

The Club devised a capital campaign called "Hit the Button" with the goal set at \$345,000. Through various sources of revenue such as grants, member pledges and proceeds from the sale of the former building, they fashioned a lounge and

other improvements in the summer of 2003.

The club then embarked on phase two of the "Hit the Button" campaign - an appeal to the community so that change rooms and a viewing area could be built. Their first year change rooms were tents inside the unused portion of the ice surface.

A nine person capital committee composed of club members (with three other very active advisors) headed by Derek Babcock came up with the plan. The committee sought professional help and compensated Ken Brooks, a professional fundraiser who "steered us in the right direction" according to Babcock. The group's goal was \$125,000.

In consultation with Brooks various donor recognition levels were set. For instance for a \$40,000 contribution, signage would be placed outside the building on a high traffic street. The six sheet club scoreboards went for \$12,000 each; ice logos sold at \$9,000 a sheet - all in all

eight opportunities were up for grabs. The sponsor benefits are guaranteed in perpetuity. There were also individual donor levels, ranging from \$100 (the Bronze level) to \$15,000+ (the Skip level). Eight individual donor levels were established with each level offering increasingly larger recognition packages.

Armed with a colour brochure and storyboard (the printing was donated) outlining the intended uses of the money, the short duration campaign began in the summer of 2004.

The literature told the club's story: weekly traffic flow, free use of the facility by students, Special Olympic curlers and children's curling.

All of the Kitchener-Waterloo area became the target. Because of member contacts, there were no cold calls, which was important. Said Chairman Babcock, "We weren't sure what to expect. But we were always met with encouragement. Some companies that we thought would come through for us didn't while others that we thought wouldn't, did contribute."

So far \$60,000 has been pledged.

Just how was Babcock's fundraising experience? "I've learned a lot. The experience hasn't been unpleasant." There were also positive side effects for the membership he thinks. "There's been a huge increase in enthusiasm and camaraderie around the club."

The campaign is wrapping up now with a big thank-you night planned for all donors in November.

Members are looking forward to the new locker rooms now that the donated cold cash has been turned into warm change rooms.

(Editor: While the KW Granite is a big club in a big city, this type of fundraising activity is not restricted to large clubs in urban areas. Innovation, enthusiasm and commitment are needed regardless of where your facility is located. Every curling club can develop this type of fundraising program. In the recent National Curling Club Survey, 71% of respondents sell ad space in their club, however the bulk of the sales are for side walls in the arena area. Ice logos, score boards and others selling activities are offered by only 25% of the 491 clubs who responded to the survey.)

Here is the rate structure for their "Donor Recognition Levels"

Sponsor Name	2 outside signs	\$40,000
Viewing Lounge	Sign (both sides)	\$20,000
Ice Pad	Ceiling sign & ice logos	\$15,000
Hospitality Room	Wall sign	\$12,000
Score Boards Tops	Signs X 6	\$12,000
Locker Room	Signs X 2	\$10,000
Ice Sheets	Logos X 6	\$9,000
Youth Lounge	Signs X 2	\$6,000



Sticks and stones can lengthen your curling career

by Joe Pavia

Alberta's Carson Schultz and his son Vince along with others have embarked on a mission to popularize curling with a delivery stick. If you visit www.stickcurling.ca Schultz the Younger has laid out plenty of information to enable clubs and individuals to make the most of the stick curling experience. Rules of play, benefits, equipment help, bonspiel information and a host of other gems of knowledge permeate the site.

"One of our goals," said Vince "is to keep a set of standardized rules to keep the game competitive."

Vince believes that there are plenty of curlers across the country returning to the game because of the introduction of the stick. "It (the stick) allows people who have previously curled to come back to the sport." According to their Stick Curling Canada website "Stick Curling is a new sport which provides challenge and excitement for everyone on an equal and competitive basis, and in a social atmosphere. Stick Curling is appropriate for people without physical disabilities and for those with physical disabilities such as knee, back, heart, shoulder,

elbow, wrist, hip, ankle, or foot problems, or just simply advanced age. The rocks are handled with a curling stick from a standing or sitting position (i.e. wheelchairs) enabling everyone to participate competitively."

Besides the opportunity for all sorts of people to keep playing, stick curling enthusiasts believe that stick curling can increase club membership, create new leagues and economically use ice allocation time because a 16 team bonspiel only takes one day to play with their modified rules.

What are some of Stick Curling rules? In a nutshell teams consist of only two players in six end games with six rocks per team per end. One player acts as skip per end while the teammate throws all six rocks. The players alternate as thrower and skip each end. The no sweeping rule is in effect between the hog lines.

Some locales are now a hotbed of stick curling. In Didsbury, Alberta (about half way between Calgary and Red Deer) there is a November stick bonspiel - the fourth annual - and even the Stick Curling Canada Canadian Open in February

2005. The 2nd annual Alberta Open in November at the Garrison Curling Club in Calgary will send Alberta's rep to the national competition. There is also a four person team 'spiel at the Cape Cod Curling Club in Massachusetts in February. All in all six tournaments are listed, as are four regular leagues. Is the sport growing in Alberta? Well 80 members are expected to take part in the stick league at the Didsbury CC.

Ironically one of the factors that energized the push for a competitive outlet for stick curling was the Canadian Curling Association decision to ban stick

use in play that leads to a national championship. As Vince Schultz remarked "We understand the CCA's position and support their decision. That's why we started Stick Curling Canada, to promote competitive Stick Curling in which almost everybody can participate."

This is the first year of operation for Stick Curling Canada but as our population ages and the "boomers" go bust, maybe just maybe more and more people will be itching for a top level national tournament - maybe the Worlds?

Founders and Organizers of 1st Annual Alberta Open Stick Curling Bonspiel. From left to right: Carson Schultz, Brian Dingman, Garry Sherman, and Bob Green.



2004-2005 Rockin' the House Tour Guy Hemmings



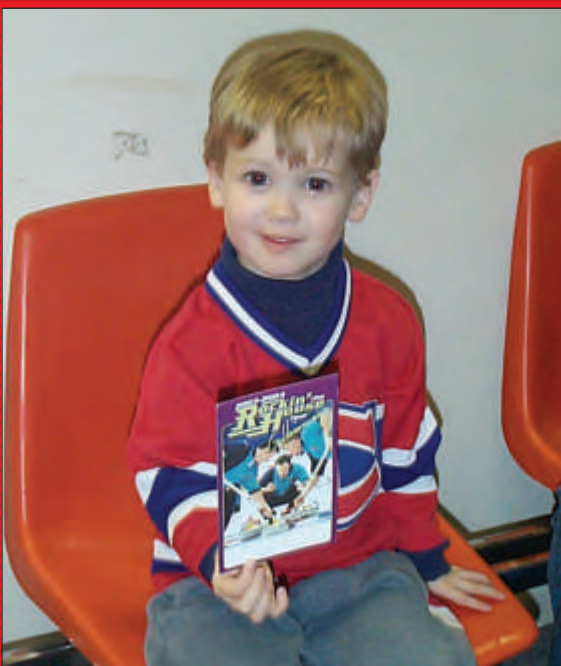
Chicoutimi, QC



McBride, BC



North Battleford, SK



Northern BC



New Liskeard, ON

Guy Hemmings

Itinerary for the Guy Hemmings Rockin' the House Tour for 2004-2005

Official CCA Rockin' the House Tour

September 27-29, 2004	Cranbrook, BC
October 18-19, 2004	Prince Edward Island
October 27-28, 2004	Humboldt, SK
October 30-31, 2004	Flin Flon & The Pas, MB
November 15-17, 2004	Annapolis Valley, NS
November 23-25, 2004	Sherbrooke, QC
December 13-15, 2004	Ottawa Valley, ON
January 8-9, 2005	Cold Lake, AB

Personal Appearances (curling club responsibility)

Thurs Aug. 26 to Sat Aug. 28	Gananoque, On
Friday, September 10	Arnprior, ON
Friday, October 22	Vauxhall, AB
Saturday, October 23	Camrose, AB
Monday, October 25	Castor, AB
Tuesday, October 26	Wolseley, SK
Wed / Thurs, Nov 17-18	Windsor, NS
Thursday, November 25	Royal Montreal CC, QC
Tuesday, December 7	Fort Qu'Appelle, SK
Monday, January 10	Goodsoil, SK
Wednesday, January 12	Laird, SK
Thursday, January 13	St. Claude & Haywood, MB
Saturday, January 15	Montreal West CC, QC
Tuesday, January 18	Virten, MB
Wednesday, January 19	Grenfell, SK
Thursday, January 20	Lafleche, SK
Saturday, January 22	Crestwood CC (Edmonton) AB
Sunday, January 23	Tofield, AB
Saturday, February 5	Stanstead, QC
Saturday, February 26	Metcalfe, ON
Thursday, March 31	Wadena, SK
Fri April 1 & Sat April 2	Calgary, AB
Thurs Apr 14 - Sun Apr 17	Mayflower CC (Halifax) NS
Saturday, April 23	Waterloo, CC

Other Appearances

Sunday, October 24	2005 Tim Hortons Brier Volunteer Rally – Edmonton
February 26-27, 2005	St. John's, NL (Sandra Schmirler Day at The Scott Tournament of Hearts)
June 16 to June 19	CCA National Curling Congress, Gatineau, QC

2004-2005
Rockin' the House
Tour
Guy Hemmings

Cranbrook, BC
Prince Edward Island
Humboldt, SK
Flin Flon & The Pas, MB
Annapolis Valley, NS
Sherbrooke, QC
Ottawa Valley, ON
Cold Lake, AB

Best Western

To book a Rockin' the House Tour Stop at your club, call 1-800-550-2875 ext. 106 for details.

www.curling.ca

CANADIAN CURLING ASSOCIATION
CANADIENNE DE CURLING

Please consult the CCA website for further updates:

www.curling.ca/guyhemmings/rockin_dates or contact Danny Lamoureux at 1-800-550-2875 (106) or by e-mail danny@curling.ca



Campbell River, BC

CURLINGCLUB.CA

WEB HOSTING PLAN INFORMATION | SECURE ORDER FORM | HELP & SUPPORT



Only \$6 a 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 and any club can use this domain with our hosting package by simply adding the club name. (e.g. www.winnipeg.curlingclub.ca)

No banner ads or pop-ups
You will not be connected in any way to www.curling.ca or any other CCA affiliated site nor will you be required to host banner ads or any other form of advertising.

The package also includes 10 e-mail aliases which, for example can be used to forward email to staff and/or board members: i.e. manager@winnipeg.curlingclub.ca or president@winnipeg.curlingclub.ca or even jane@winnipeg.curlingclub.ca

Feature List of Products Part of this Package

- Windows 2000 Virtual Web Server
- Bandwidth up to 2000 Mb/month
- Disk Space up to 25 MB
- Email Aliases up to 10 different addresses
- Sub-Domains
- E-mail technical support and web-based helpdesk
- Unlimited FTP updates
- Custom ASP/CGI scripts allowed
- Active Server Pages
- Free CGI Script Library
- Detailed web statistic reports
- Weekly tape-backup of your site
- Windows Media (audio/video) Support
- Optional Microsoft FrontPage Extensions
- Optional MS SQL 2000 Database
- Optional ODBC database support
- Optional SSL Secure Server

To date, there are 26 clubs participating in this program

LIST OF CLUBS

Airdrie, AB	Langley, BC
Assiniboine Memorial, MB	Lunenburg, NS
Bathurst, NB	Morden, MB
Beausejour, MB	Norwich District, ON
Campbell River, BC	Perth, ON
CFB North Bay, ON	Peterborough, ON
Chinguacousy, ON	Smithers, BC
Dalhousie Legion, NB	St-Lambert, QC
Deer Lodge, MB	Sturgeon Falls, ON
Dixie, ON	Sydenham Community, ON
Drayton Valley, AB	Trenton, ON
Geraldton, ON	Whiteshell Community, MB
Halifax, NS	York, ON

CCA web site

The CCA web site will attract hundreds of thousands of visitors to its web site (www.curling.ca). This tremendous interest spills over to areas of our site dedicated to Canadian curling clubs.

To enhance the visibility of these areas we encourage Canadian curling clubs to send us a photo of their ice area and a photo of the exterior of the building (including your sign with club name). We will attach these photos to your club's address in our directory. Visitors to the site will appreciate the photos and your club will enjoy the increased promotion.

The photos can be e-mailed to danny@curling.ca. They should be in jpg format and low resolution is acceptable. If you want to use regular mail, send them to Canadian Curling Association, 1660 Vimont Court, Cumberland, Ontario, K4A 4J4. We will scan the photos and return them to you.

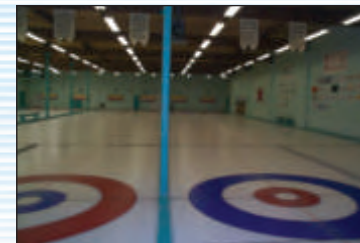


Quesnel Curling Club is due south of Prince George in the interior of British Columbia. www.quesnelcurlingclub.com

(CCA photo taken during the Guy Hemmings Tour)

The Quesnel CC has six sheets of ice.

(CCA photo taken during the Guy Hemmings Tour)

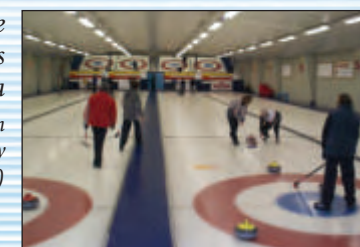


Chicoutimi CC is north of Quebec City

(CCA photo taken during the Guy Hemmings Tour)

inside Chicoutimi's four sheet arena

(CCA photo taken during the Guy Hemmings Tour)



Mail to:

Canadian Curling Association
1660 Vimont Court
Cumberland, ON K4A 4J4

or Email to:
danny@curling.ca

100 Ford Motor Company 100 YEARS IN CANADA

One entry per e-mail address. Canadian residents only. No purchase necessary. Must correctly answer skill-testing question. Odds of winning are dependent on the number of entries received. Contest closes December 31, 2004.

Enter Our "It's A Win-Win Celebration" Contest

On August 17, 1904, Ford of Canada was formed in Walkerville, Ontario (Windsor, Ontario). Throughout 2004, Ford of Canada will celebrate its 100th anniversary. We would like to thank Canadians from coast-to-coast for helping us achieve this milestone.

Ford of Canada is proud to be associated with the Canadian Curling Association and their great fans. To that end, to help us celebrate our anniversary, we are offering you a chance to enter to win a Grand Prize, your choice of ONE of the following ALL-NEW Ford vehicles a 2005 Ford Mustang V6 Coupe (approximate MSRP \$26,100), a 2005 Ford Five Hundred SEL (approximate MSRP \$31,795), OR a 2005 Freestyle SE (approximate MSRP \$33,295)

We also have a great second and third prize available to be won courtesy of the Canadian Curling Association:

Second Prize: Two Gold event passes to the 2005 Ford World Curling Championships in Victoria (approximate retail value: \$870)

Third Prize: A Ford World Curling merchandise prize pack containing one replica Team Canada jacket, one Ford World Curling Championships fleece and one Ford World Curling Championships ball cap (approximate retail value: \$230)

We hope to give you something to celebrate as well. Good luck in the contest!!!



2005 FORD MUSTANG | 2005 FORD FIVE HUNDRED | 2005 FORD FREESTYLE

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.

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