



# BRIER BUZZ

OFFICIAL NEWSLETTER

CANADIAN CURLING ASSOCIATION

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## VOLUNTEER RALLY

Sunday, October 24th, 2010

Western Fair Grounds: Carousel Room

The first volunteer rally will be held at the Western Fair Grounds in the Carousel Room on Sunday, October 24th, 2010.

[This is the time to place your order and pay for the Volunteer Reward Package, and also have your photo taken for accreditation.](#) All volunteers are encouraged to come out and try on their volunteer uniform.

Payment accepted: Cheque (payable to 2011 Tim Hortons Brier), Debit, VISA or MasterCard.

If you are unable to attend please contact the event office (info on page 8) after the rally to make arrangements to come into the office by October 29th. If that is not possible you will be asked to provide a credit card number and submit your size over the phone. The photo will be taken at a later date or at your first shift.

The Carousel Room is located on the second floor of the main building—enter at the Slots entrance, proceed to the second floor and follow the signs.

### Schedule of the Day

#### 1pm—2pm

##### Hosting

- Team Services & Transportation
- Lounges
- Info Services & Decorations

##### Volunteers & Special Events

- Ceremonies
- FANTastic
- Banquets
- Volunteers, Uniforms & Merchandising

#### 2pm—3pm

##### Keith's Patch

- Bar Services
- Facilities
- Banking

Schedule continued...

#### 3pm—4pm

##### Facilities

- Security & Accreditation
- Construction
- Communications & Signage
- Arena, Rocks & Ice
- Officials, Statisticians & Timers
- Media Room

##### Promotions

- Community Events
- Paint the Town
- Curling Clubs
- Program Sales



3M is your Official Volunteer Sponsor

## Volunteer Benefits & Conditions

### Conditions of Volunteering

- A minimum contribution of 24 hours volunteer service will be required for the event.
- Pay a \$100 Volunteer Rewards Package Fee, payable to "2011 Tim Hortons Brier."
- This payment will be accepted NO LATER than October, 29th, 2010.
- Authorization to perform a background check.
- Authorization for photographs to be taken and used by the 2011 Tim Hortons Brier.
- Photo Identification is required at the Volunteer Rewards pickup.

### Benefits of Volunteering

- An Official 2011 Tim Hortons Brier Volunteer Uniform consisting of three (3) quality clothing items
- Access to the famous Keith's Patch and Purple Heart Lounge
- Limited Edition Volunteer Pin (not available to the general public)
- Volunteer handbook
- Two pre-event Volunteer Pep Rallies with Entertainment, food & beverage and prizes
- Invitation to the Volunteer Appreciation Party

# Greetings from the Canadian Curling Association

As the Chief Executive Officer for the Canadian Curling Association (CCA), it is my privilege and honour to extend my warmest greetings to all the volunteers who have made the commitment to be part of the 2011 Tim Hortons Brier.

Over the past few years, our organization has undergone some significant changes in leadership, governance and our financial model. This past year, the CCA was able to build on our success as an organization, whereby we announced that we had another tremendous year at the most recent 2010 National Curling Congress this summer.

The CCA is genuinely excited to have the special City of London play host to the 2011 Tim Hortons Brier. The CCA is always proud to be able to see our events hosted in Ontario; London is such a warm and inviting location that it will be a pleasure to have the Brier back in London for the first time since 1974 when it was last contested here at the old London Gardens.

I would like to take this opportunity to formally challenge you, the volunteers, to help motivate everyone in London and all of Southwestern Ontario, for that matter, to purchase tickets to fill the John Labatt Centre and make this year's Brier the curling event of the year. Attendance is a key factor to any event and I would like to call on all of our volunteers, to spread your enthusiasm, through word of mouth, to help promote this event. Your active role in this capacity gives tremendous support, which we really appreciate.

The Canadian Curling Association would also like to acknowledge the significant support of Tim Hortons as the title sponsor to this event. Tim Hortons and the CCA have become very close partners and we are fortunate to be able to have such an iconic Canadian company be part of such an iconic Canadian sporting event. It truly is a great fit.

We are extremely proud and delighted to have London host the 2011 Tim Hortons Brier. Please understand that our organization recognizes and appreciates that this event simply could not happen without you.

To every single volunteer – no matter what role you play – welcome aboard and I hope you have a fantastic experience as a Brier Volunteer. Lets work together to make this a memorable event for all to enjoy!

Warmest regards,



Greg StremLaw  
Chief Executive Officer  
Canadian Curling Association

**CANADIAN  
CURLING  
ASSOCIATION  
CANADIENNE  
DE CURLING**



# Your Host Committee Chair: Peter Inch

As Chairman of the 2011 Tim Hortons Brier, I would like to thank every volunteer who has signed on to help run the best Tim Hortons Brier ever. The time commitment you have made, and the enthusiasm that you will bring, will be unmatched by any other event. The 2011 Tim Hortons Brier Executive have been working for over 13 months to make sure that all details have been looked after.

It has been 37 years since the Brier was last in London and at that event, in 1974, we had an attendance of 48,170. This year we hope to set another first with over 176, 000 in attendance, to mark a new attendance record for a Brier in Ontario and east of Winnipeg. But this cannot happen without your help in getting the message out. We would like you to encourage your family, friends and acquaintances to become part of this National Championship by buying a ticket. With over 500 volunteers talking about this event the buzz in our community will be deafening.

Another very large part of hosting the Tim Hortons Brier is sponsorship. Without sponsors this event could not be hosted in a first class way. All our sponsors have contributed to help us host a first class event by offsetting some of our costs by donating product, services or cash. So I would ask that all Volunteers get to know who our sponsors are and, in the future, look at supporting them when you need a product or service that they provide.

To our partners the Province of Ontario, the City of London and Canadian Curling Association, thank you for having the faith to allow us to host this great Canadian Championship and I look forward to our continued cooperation in making this a very successful event.

In closing, I look forward to meeting and thanking every volunteer personally, either at our volunteer rallies or during the event, for your effort in making the 2011 Tim Hortons Brier a memory that we will never forget.



Peter Inch  
Chairman

## Greetings from Tim Hortons

Tim Hortons is thrilled to be here in London for the 2011 Tim Hortons Brier! In our seventh year as the title sponsor of this phenomenal event, we are eagerly awaiting the commencement of the competition and festivities. We recognize that a tremendous amount of work has gone into the planning of this event and it simply could not be done without the support of many volunteers.

It has been said that volunteers are unsung heroes, so we want to be sure to let you know how grateful we are for your efforts. You are the people behind the scenes, driving vans, cleaning ice, greeting people at the gates and doing whatever needs to be done, even – or especially – when it's not glamorous or popular. We know that you will provide energy and heart in everything you do and every role you take on. For that, we can't thank you enough.

Thank you very much for your loyalty and support of the 2011 Tim Hortons Brier.

Best regards,  
Your friends at



BRIER BUZZ

A Diversified Technology Company Welcomes the Tim Hortons Brier to London.

3M Canada was established in 1951 in London, Ontario, as one of the first international subsidiaries of the global 3M Company. Today, the company's 1900 employees in Canada market and sell 3M's full range of more than 50,000 products.

With such well known brands as Scotch®, Post-it®, and Filtrete™, 3M is an innovation driven company that produces thousands of imaginative products and is a leader in scores of markets – from health care and highway safety to office products and optical films.

All of this is made possible by the people at 3M and their commitment to making life easier and better for customers around the world.

3M Canada has eight manufacturing facilities in Canada and sales offices in major cities across the country.

3M Canada's Healthy Communities program focuses on education, health and the environment. In every community in which the company operates, employees and retirees are enthusiastic volunteers.

That is why 3M is Proud to sponsor the volunteers of this year's Tim Hortons Brier.

## Meet the Host Committee Executive...

### WELCOME from the SPECIAL EVENTS AND VOLUNTEERS COMMITTEE

I would like to extend my sincere gratitude to the over 500 volunteers who have signed up to help make the 2011 Tim Hortons Brier an outstanding success. Some of you have already been busy over the summer with our promotion committee, and other committees will begin to move into high gear as the New Year approaches.

I would like to introduce the Directors who I have the privilege of working with:

#### **Jeanne Gray – Volunteers, Uniforms and Merchandising**

Jeanne took on the enormous task of organizing all of you and ensuring that your volunteer experience is enjoyable. Her committee will be very visible at the two volunteer rallies and during the Brier week in the volunteer lounges – a place to grab a cup of Tim Hortons famous coffee. Jeanne curls out of the St. Thomas C.C.

#### **Teresa Easter – Ceremonies**

Teresa and her committee will be responsible for all the ceremonies that happen on the ice from the Grand Opening on Saturday, March 5<sup>th</sup> to the Closing on Sunday, March 13<sup>th</sup>. She will be looking for local talent to sing the national anthem before each game. Teresa is a member at the London C.C.

#### **Marnie Dickout – Banquets**

Marnie and her committee will be helping to organize the official banquets that are held for the teams, our sponsors and our guests. Marnie curls out of the London C.C.

#### **Sharon Drenth – FANTastic**

Sharon and her committee will be responsible for the many activities available to spectators. These special events include Autograph Sessions, Up Close and Personal Interviews with the teams, Junior Stars, the "Getting Started" school program and events in the Keith's Patch. In addition, Sharon's committee will make sure that Brier Bear gets to meet the fans. She also curls out of the London C.C.

Please mark Sunday, October 24<sup>th</sup> on your calendar. This will be the first chance to meet your directors, get sized for your uniform, have your accreditation picture taken and pay fees. I look forward to seeing you all there.

Again, many thanks for being part of this great experience. If you have any questions, please contact your director or myself.

Ann Lapchinski

Vice-Chair, Special Events and Volunteers

## WELCOME from the HOSTING COMMITTEE

Firstly, a huge “THANK-YOU” to all of you for providing your time and talents. It is very exciting for London to be hosting this premiere Men’s Curling Event and the success of the event is due, in no small part, to the hard work and dedication of you, the volunteers.

As Vice-Chair Hosting, my role is to coordinate and oversee Lounges, Medical Services, Team Services & Transportation, Information Services & Decorations.

I am delighted to introduce my Team of dedicated Directors.

### Pat Dunn – Lounges

Pat has been curling at the Highland Country Club for the past 10 years. He brings much expertise to the team, gained from past volunteer roles. Pat is responsible for the set up and operation of all event lounges at the Brier.

### Dr. Don Millar – Medical

I had the pleasure of working with Dr. Millar at the 2006 Scotties Tournament of Hearts, hosted in London. Don is returning to his role as Director of Medical Services and I am delighted to have him join the team. Dr. Millar is responsible for providing medical services to the Brier participants.

### Dave Rush – Team Service and Transportation

Dave brings a vast amount of volunteer experience, most recently as a driver for the Men’s German Curling Team at the 2010 Winter Olympics. Dave has curled for 35 years and is a member of the London Curling Club. Dave’s role is to arrange transportation service for players and VIPs prior to, and during the event.

### Doug Weir – Information Services and Decorations

Doug is a member of the London Curling Club. He has been involved with the planning and organization of various events at his club. Doug is responsible for the coordination of Information Booths during the event, including distribution of event publications. Doug will also coordinate decorations for the arena, lounges and other areas.

A balance of hard work and good fun will result in the Tim Hortons 2011 Brier being a Great Success.

Donna Krotz

Vice-Chair, Hosting

Those that can, do. Those that can do more, volunteer.

## WELCOME from the FACILITIES COMMITTEE

On behalf of the Facilities Directors I would like to welcome all the volunteers who are giving of their time in performing the many tasks to support the 2011 Tim Hortons Brier. My role as Vice-Chair – Facilities is to oversee the various activities related to the preparation of the ice, media bench, broadcasting booth and media/communications centre at the John Labatt Centre. As well, the scoring/timing functions occurring during the event fall under my area of responsibility.

I am very fortunate to have a dedicated group of volunteer directors who all have experience through participation in the Scotties Tournament of Hearts in 2006.

### Bruce Patterson – Arena, Rocks and Ice

Bruce will be working with the Head Ice-maker, Hans Wuthrich, his assistant Mark Shurek and the local ice-making crew of volunteers to prepare the ice in the John Labatt Centre. This will be an intense period during the week prior to the start of the event. It will require those involved to work long hours to ensure that the ice conditions are at the highest level possible for the competitors.

Continued on page 6...

**Ken Schofield – Communications and Signage**

Ken will coordinate the many communication functions required to support this event. This covers everything from land lines, coaxial cable and internet to televisions, radios, cell phones and copy machines. Ken is also responsible for the installation of sponsors' signage during the event.

**Jim Waite – Officials, Statisticians and Timers**

Jim has a wealth of knowledge in the officiating functions for curling events. He will coordinate with the CCA the training and subsequent assignment of officials, scorers and timers for all draws of the event. Volunteers for these functions are expected to have a sound knowledge of the game of curling.

**Dennis Potter – Construction**

Dennis' prime function is overseeing the construction of the Media Bench and Announcers' Booth. In addition, there will be a number of other miscellaneous projects to be completed related to Camera Platforms, enclosures for the Sponsors' Lounge etc.

**Carol Krell – Media Room**

Carol will be assisting in executing general media requests and organizing media areas including the Media Bench. She will ensure that care is taken of the national and local accredited media.

I would like to thank each Director and the many volunteers who will be working with the Facilities team for participating in this great event. It is your commitment that will make the 2011 Tim Hortons Brier an outstanding success.

Ted Smith  
Vice-chair Facilities

## Message from the Brier Office

The 2011 Tim Hortons Brier Office is responsible for directing a number of portfolios. These include the area of the Keith's Patch, Purple Heart Lounge, Security and Accreditation and Promotions.

**Dave Bowden** will draw on his experience from the 2006 Scotties Tournament of Hearts to fill the role of Director of Bar Services and Patch Facilities.

**John Lyle** is the Director of Banking.

**Scott Walker** who held the role of Security and Accreditation for the 2010 Scotties Tournament of Hearts in Sault Ste. Marie will fill that role for the 2011 Tim Hortons Brier here in London. Scott is an OPP Officer in the Soo.

The Promotions Committee is made of three directors.

**Rory Munro** is the director of Community Events and has led a busy team of volunteers promoting the Brier throughout the region for the past few months.

**Marv Schmitt** is the director of Paint the Town.

**Garry Thompson** is the director of Curling Club Promotions.

Thank you to all the volunteers that helped with promotions throughout the summer! We will have many more opportunities upcoming through the fall and winter.

The event office is managed by Gord McNabb and the local event staff are Andy Henry and Caroline Crymble.

## A- Channel



[www.Atv.ca/London](http://www.Atv.ca/London)

/A\ Television is very proud to be an official media partner of the 2011 Tim Hortons Brier.

For over 50 years, /A\ has been Southwestern Ontario's first choice for local programming as well as being the home of established primetime hits, critical favourites and big-buzz new series. /A\ News prides itself on being a vital part of the community, delivering the stories that keep viewers connected to their world. In addition, /A\ is dedicated to supporting numerous not-for-profit organizations in Southwestern Ontario by producing promotions and Public Service Announcements and contributing the airtime to promote these valuable local events.

We applaud all the volunteers, organizers and participants for staging a world-class event in our community.



## Astral Media

**Oldies 1410, Today's Country BX93, 97.5 London's EZ Rock and News Talk 1290** make the London Cluster of **Astral Radio**, and have been serving this community for years.

**News Talk 1290** presents a local view of national & international information along with London Knights Play By Play and lots of evening and weekend Sports! Presentation of Local Curling activities have long been part of our sports programming.

Astral is a leading Canadian media company, reaching people through a combination of highly targeted media properties in television, radio, outdoor advertising, and interactive media.

Astral employs over 2,800 people at its facilities in Montréal, Toronto, London and a number of cities throughout Canada.

The shares of Astral trade on the Toronto Stock Exchange under the ticker symbols ACM.A/ACM.B.

## 102.3 Bob FM

102.3 BOB FM plays London's BEST music from the 80's... 90's... and MORE WHATEVER THAN EVER BEFORE!

From Aerosmith to Bon Jovi, Nickelback to U2, Green Day to AC/DC. BOB Mornings with Ken and Pasqualina offer Londoners their spin on life weekday mornings! Taylor is on the job all day while you work, then Steve Stax takes things home! Our website [www.1023bob.com](http://www.1023bob.com) features not only a live stream, so you can listen anytime from anywhere, but offers up great prizes, tons of event listings and all the hottest concert details!

Brier volunteers... make BOB FM a part of YOUR day!



## AM980 Corus Radio



Curling ROCKS at Corus Radio London | Woodstock!

Our winning team consists of London's news, talk, and sports am980, the new 1031 freshfm, London's best rock fm96, and 1039fm playing the greatest hits of all time.

We partner with the John Labatt Centre to promote the world's best entertainment, sports, concerts and events! Corus Radio supports all of our area athletes as they compete for excellence, and we are excited to welcome Canada's best curlers and their families to our world-class sports facility!

Brier volunteers, we've waited 37 years for this... the 2011 Tim Hortons Brier - proudly supported by Corus Radio London | Woodstock.



## CONTACT US...

2011 Tim Hortons Brier Event Office (effective May 1st, 2010)

1071 Wellington Rd, Suite 208  
 London, ON N6E 1W4  
 Telephone: 519-601-8511  
 Fax: 519-601-8311

Event Manager—Gord McNabb: gmcnabb@curling.ca

Sponsorship Fulfillment & Marketing Coordinator—Andy Henry: ahenry@curling.ca

General Inquiries should be directed to the Administrative Assistant— Caroline Crymble: ccrymble@curling.ca

### Important Dates to Remember...

**Volunteer Rally One:**  
 Sunday, October 24th, 2010

**Volunteer Rally Two:**  
 TBA

**Event:** March 5th—March 13th, 2011

## Our Sponsors... *Tim Hortons.*

### Presenting Sponsor



### Diamond Sponsors



### Volunteer Program



### Community Partners



### Gold Sponsors



### Silver Sponsors



### Bronze Sponsors



### Community Ambassador



### Wine Supplier



### Media Partners

