



# 2016/17 Curl BC Annual Report & Forecast



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*When curlers come together anything is possible. Your commitment towards the future of curling through the Curling for Life Endowment Fund will help keep it alive for generations to come.*

*From a four-year-old picking up a curling broom for the first time to the oldest curler on record, BC is full of people who are passionate about the game.*

## **From the grassroots level, to the high performance level, curling is a sport for life.**

### **Your contribution**

The Curling for Life Endowment Fund develops the sport by:

- Promoting and developing curling as a recreational and competitive sport in BC
- Providing technical, marketing and other relevant assistance to affiliate member curling facilities in BC in order to promote the sport of curling generally
- Arranging and conducting playdowns and championships in BC for the purpose of determining BC provincial championship teams.

**There are a variety of options available to you that will make a lasting difference to the sport you enjoy so much:**

#### **Life Insurance**

Gifts of life insurance allow you to arrange an affordable future gift to the fund

#### **Bequest**

Gifts can be made through your will and are a wonderful opportunity to support curling while leaving a legacy

#### **Charitable Remainder Trusts**

Gifts of charitable remainder trusts provide flexibility when planning your estate

#### **Retirement Plan Assets**

Gifts of registered retirement savings plans can be made to the fund

#### **Cash**

Gifts of cash can be accepted and include cheques, money orders and credit card payments

Donations can be made directly through Vancouver Foundation.  
Online at: <https://vancouverfoundation.ca/CurlBC/donateonline.asp>  
Or by mail: Vancouver Foundation, 1200-555 West Hastings Street,  
Box 12132, Harbour Centre, Vancouver, BC, V6B 4N6  
Questions? Contact Scott Braley at [sbraley@curlbc.ca](mailto:sbraley@curlbc.ca)





## **Mission Statement**

*Curl BC is dedicated to the promotion and development of curling in British Columbia and to the coordination of curling activities on behalf of the member clubs.*

## **Curl BC Vision**

*Curling in British Columbia, from recreational grassroots to the highest levels of competitive play, will be strong and vibrant. Curling facilities and organizations in British Columbia will offer a wide variety of participation opportunities for all residents of their communities. Opportunities to participate will reflect the changing needs of the cultural mosaic and lifestyles of Canadians and allow for a healthy cross section of recreational through to competitive play. Furthermore, the management of curling centers, member facilities, member associations and Curl BC will parallel those of successful businesses by always keeping the best interests of curlers in mind.*

## **Curl BC Core Values**

### **Family:**

*We are a community of individuals that acts like a family that is connected and passionate about the sport of curling.*

### **Excellence:**

*We are committed to do our very best at all times and to achieve high standards.*

### **Commitment:**

*We align both personal and corporate goals to enable a commitment to succeed so that the organization will be successful for all.*

### **Integrity:**

*We act in a fair, consistent and forthright manner which enables honorable delivery of our programs and services.*

### **Respect:**

*We show respect by collaborating, communicating and cooperating with all of our members, partners and stakeholders.*

### **Transparency:**

*We act in an open manner.*

# Participation

*Member facilities will grow, develop and experience increased participation through active support. Member facilities shall be treated equitably in the provision of support and services by Curl BC.*

## Youth development

The Curling Canada Rocks and Rings program, run by Curl BC in this province, was delivered to more than 20,000 youth in 2016-17. The program introduces elementary school children to the sport in a gym setting, planting the seed for them to start curling on ice.

SOAR (Sharing Our Activities and Resources), our partnership with Tennis BC, British Columbia Golf and the British Columbia Association of Aboriginal Friendship Centres, had a very successful year. Curl BC helped put 5,197 kids through the program, 1,000 of whom were Aboriginal. A total of 10 active SOAR coaches will continue to grow the program.



ABOVE AND BELOW: Campers at the 2016 Rockslide Curling Camp at Kelowna Curling Club.

Curl BC held Podium Preparation and BC Winter Games camps in 2016-17. They took place in Coquitlam and Kamloops. A total of 57 U18 curlers took part in the Coquitlam camp and 44 took part in the Kamloops camp. The purpose of the camps is to assist athletes, coaches, and parents at the “Learn to Train” and “Train to Train” stages of the Long Term Athlete Development (LTAD) model to prepare for and compete successfully in their first competition or multi-sport games experience. Curl BC hires the coaches, develops the curriculum, markets the program and handles registration for the camps. The camps run concurrently over one day and are also a great mentorship opportunity for parents, coaches, and junior program volunteers who attend.



A student tries curling with floor curling equipment.



Curl BC Rockslide Summer Curling Camp continued to be successful in 2016, serving 89 participants, with ages ranging from 8 to 20. The top coaches in BC have developed a curriculum ensuring each junior camper has a positive experience regardless of where they fall on the Long Term Athlete Development (LTAD) model.

For the tenth year in a row, the Optimists/Curl BC Junior Curling Raffle tickets have raised money for youth curling development across BC. The Optimist Clubs of BC have now awarded \$109,000 in cash prizes and donated \$79,347 towards supporting the Optimists' Getting Started in Curling Camps, volunteers obtaining their Competition Coach certification, the Rockslide Curling Camp and sponsoring the 2018 BC U18 Curling Championships. To date, the money has paid for 35 camps with 214 youth (13-18) teaching 536 children under 13 to curl; that's 750 children served.

## Secondary and post-secondary institution curling

Sixteen BC high school teams competed in the 2017 British Columbia High School Curling Championships, supported by BC School Sports and Curl BC. The event took place at Smithers Curling Club from March 2-4, with Mount Elizabeth girls from Kitimat and Kelowna Secondary School boys winning gold. No BC teams took part in U Sports (formerly CIS / Curling Canada University Championships) in 2017.

## Accident Insurance

More than 80% of member curling centres are taking advantage of Personal Accident Insurance through Curl BC which is available at a rate of \$1 per curler per year.

## BC Club Challenge

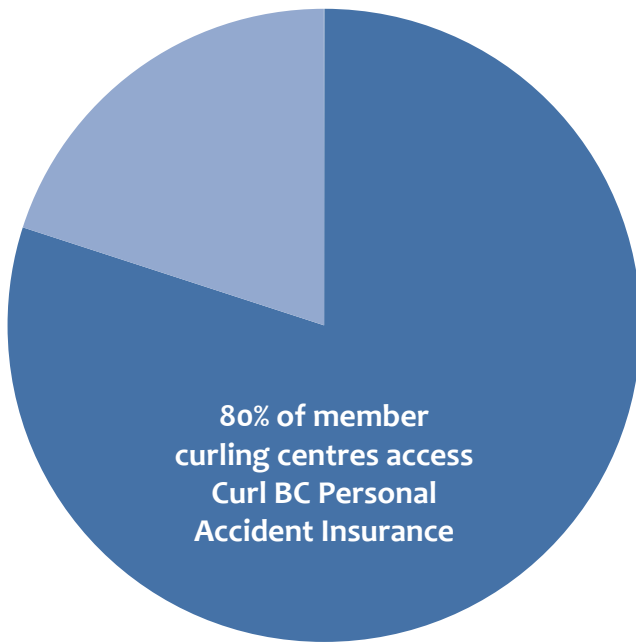
Curl BC took over responsibility for the running of the BC Club Challenge, held in conjunction with the Pacific International Cup in Richmond. At the regional competitions, 59 teams comprised of 236 individual players from 36 clubs across BC took part. At the finals in Richmond, eight men's and eight women's teams from BC competed for the right to represent BC at the Travelers Curling Club Championship in Kingston.

## 2016 Americas Masters Games

Curl BC volunteer Keith Switzer successfully chaired the curling championships for these new Games at the Vancouver Curling Club in August.

## Inclusion

A stick curling clinic was held at the Golden Ears Winter Club to introduce people with reduced mobility to the game of stick curling. Forty curlers from Port Moody Curling Club also participated in an introduction to stick curling.



The winners of the BC Curling Club Challenge, skip Kim Dennis, third Heather Beatty, second Dawn Mesana, lead Jenn Gauthier and alternate Erin Obsniuk.



# Performance




*Athletes, coaches, officials, ice technicians and volunteers will be guided in their pursuit of excellence through regional and provincial curling programs.*

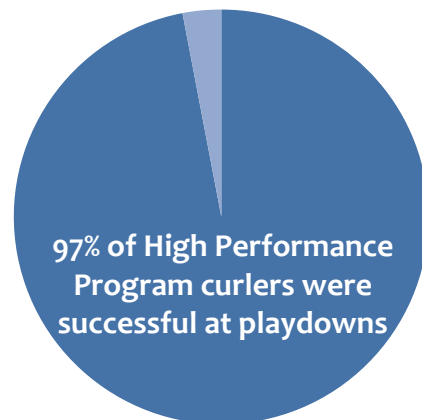
## Athlete development

Seventy-six athletes took part in the Curl BC High Performance and Development Program. A record 97% of program members qualified for a provincial championship.

## Competition

836 unique athletes competed in BC regional playdowns this year and 134 of those entered multiple events.

	Gold at nationals
	Silver at nationals
	Bronze at nationals



2016/2017 Performance Championship Results	
Competition	Team Members
BC Junior Men	Tyler Tardi, Sterling Middleton, Jordan Tardi, Nicholas Meister, Coach: Paul Tardi
BC Junior Women	Corryn Brown, Marika Van Osch, Dezaray Hawes, Samantha Fisher, Coach: Allison MacInnes
BC Wheelchair Championships	Gerry Austgarden, Darryl Neighbour, Bob Macdonald, Janice Ing, Coach: Brad Burton
Scotties BC Women	Marla Mallett, Shannon Aleksic, Blaine de Jager, Brette Richards, Coach: Gerry Richard
BC Mixed Doubles	Sarah Wark and Jeff Richard
belairdirect BC Men	Jim Cotter, John Morris, Tyrel Griffith, Rick Sawatsky, Coach: Jody Epp
BC Senior Men	Craig Lepine, Stan Walker, Craig McLeod, Mike Pelech, Coach: Karen Lepine
BC Senior Women	Lynne Noble, Penny Shantz, Colleen Robson, Kathy Branch
BC U18 Boys	Tyler Tardi, Sterling Middleton, Scott Gray, Derek Chandler, Coaches: Paul Tardi and Bob Coulombe
BC U18 Girls	Heather Drexel, Everly Royea, Washington Reimer, Madeline Britz, Coaches: Al Smith and Ken Britz
BC Master Men	Ken Watson, Doug Meger, Dale Hockley, Vic Miller
BC Master Women	Janet Klebe, Kerri Miller, Jane Adam, Laurie Shimizu, Coach: Vic Shimizu
AMJ Campbell Van Lines BC Mixed	Tom Buchy, Lori Buchy, Dave Toffolo, Robyn Toffolo
*nationals played in November 2017	

## Juniors

The 2017 Canadian Junior Curling Championships were successfully staged in Esquimalt and Team Tardi became the first BC Junior Curling team to win that championship since 2000. They then went on to represent Team Canada at the Worlds in South Korea.

## BC Junior Curling Tour

Year two of the BC Junior Curling Tour proved to be a huge success. The tour managed to reach into the North this past year with an event in Prince George and continues to expand into all regions across the province.



Teams who participated in events on the

tour earned points, with the top two teams of each gender earning berths to the BC Junior Curling Championships. Teams Daniels, Brown, Tardi and McCrady were the successful teams. The tour will continue in 2017-18 where you will see the top four teams of each gender earning berths to the Provincial Championships.



Team Connell at the 2017 BC Junior Curling Championships

## Olympic Pre-Trials

Team Morris and Team Thompson received invitations to the Road to the Roar Pre-Trials set for Summerside, P.E.I. in November. The Road to the Roar Pre-Trials will determine the final two direct-entry berths (in each gender) into the 2017 Tim Hortons Roar of the Rings.



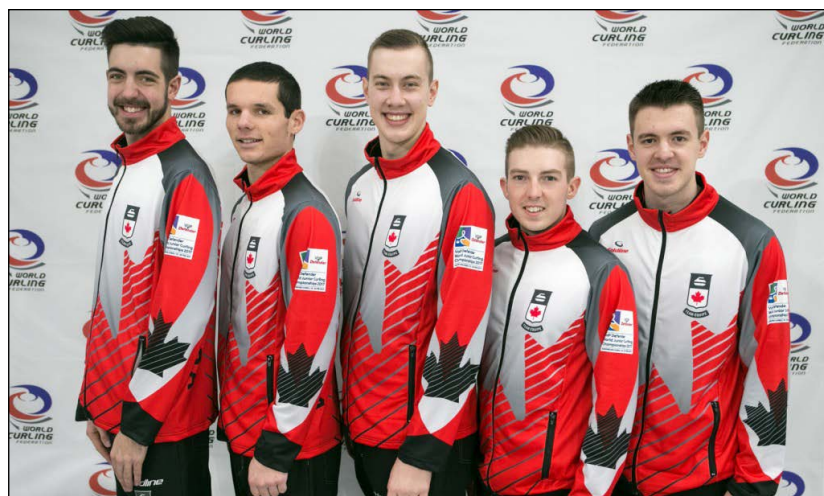
Team Morris, top, and Team Thompson, above.

## Mixed Doubles

In Mixed Doubles Tyrel Griffith was a finalist in the Wall Grain Classic in Kimberley to qualify for the 2018 Canadian Mixed Doubles Olympic Trials with his teammate Emma Miskew.

## Grand Slams

Cranbrook was the host site to the Grand Slam of Curling Tour Challenge Championship this past November. Nine BC teams took part in the Tier 2 event and one BC team took part in the Tier 1 event.



Team Tardi represented Canada at the 2017 World Junior Curling Championships

## Looking ahead to 2017-18 national events

Scotties Tournament of Hearts Championship  
Penticton will be hosting the 2018 Scotties Tournament of Hearts Championship January 27-February 4, 2017, at the South Okanagan Events Centre.

2018 Canadian Master Curling Championships  
Peace Arch and Cloverdale Curling Clubs will be co-hosting the 2018 Canadian Master Curling Championships from April 1-8, 2018.



# Capacity

*Member facilities and affiliated associations are provided leadership and support services with strong governance and operational excellence to ensure the availability of curling facilities and programs.*

## Governance & human resources

Curl BC Chair Paul Addison continued to participate in the Curling Canada (CC) Constitution Review Committee that resulted in the creation of a new set of by-laws for the organization. He continues to sit on the Member Association Committee, with the presidents from the other provinces and territories, which advises CC's Board of Governors on governance matters. Curl BC CEO Scott Braley served on a number of Sport BC, viaSport and Curling Canada committees.

In 2016-17, Melissa Soligo completed her tenth year with Curl BC, became one of only two curling coaches in Canada to achieve Level 5 certification, and was named High Performance Director for Curl BC. Administrative Assistant Lindsay Shannon was promoted to Administrative Coordinator. After eight years, Participation Manager Penny Bartel left Curl BC and Melissa Sim was named her replacement.

## Internal communications & marketing

The Curling Connection continues to be a popular source



Curl BC staff, top row from left: Melissa Soligo, Lindsay Shannon, Will Sutton, Maimie Li-Cleto, bottom row, from left: Scott Braley, Rebecca Connop Price, Melissa Sim and Shannon Aleksic.

**The**  
**CURLING CONNECTION**  
January 2017

  
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## Gold for Team BC at juniors

Team Tardi will represent Canada at the 2017 Volvo Defender World Junior Curling Championships - becoming the first BC junior men's team to take a national title since Brad Kuhn's Kelowna team won in 2000.

But this is not the first time two members of the team will wear the Maple Leaf.

Tyler Tardi and Sterling Middleton were part of the mixed team that took gold at the Youth Olympic Games in Norway. Now they will take aim at another gold representing Canada when they head to the world championships, Feb. 16-26 in Gangneung, South Korea.

The skip and third for Team BC combined with second Jordan Tardi, lead Nick Meester and coach Paul Tardi to win the men's gold medal on Sunday at



the 2017 Canadian Junior Curling Championships, presented by Ambrosia Apples.

The game, which took place in the Archie Browning Centre in Esquimalt, saw Team Tardi beat Ontario's Matthew Hall (Kitchener) 9-7 in a thoroughly entertaining final.

Tardi, whose team represented the Langley and Royal City curling clubs, said, "There are literally no words you can possibly say. It's a dream I've always had, and it's always seemed so distant. Now that it's here, it's

just an unreal feeling. It's pretty spectacular."

The game turned in the later ends. Ontario — Hall was backed up by third Jeff Wanless, second Joey Hart, lead David Hart and coach Ray Bushfield — recovered from being down 4-1 at the fifth-end break by scoring two in the sixth end and adding a steal of two in the seventh to take the lead.

But Tyler Tardi, an 18-year-old student at Kwantlen Polytechnic University, shut the comeback down emphatically, making a

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The Curling Connection continues to be a popular source of information for members.

of information for 5,000 subscribers which includes recreational and high performance curlers, as well as commercial organizations, curling administrators and members of the general public.

High quality, original content and case studies by our members continue to attract readers. We have also helped clubs to promote their events, job vacancies and news through our newsletter, website and social media channels.

Curl BC continues to contact member centres through email and postal mail with information on events and funding opportunities. Staff attended many regional meetings in person to allow for face-to-face contact between staff and members.

## Funding opportunities

Jack Bowman assisted with grant applications and board governance matters for 17 curling clubs in eight Curl BC regions. The clubs were:

- 100 Mile House
- Armstrong
- Ashcroft
- Chase
- Cloverdale
- Cranbrook

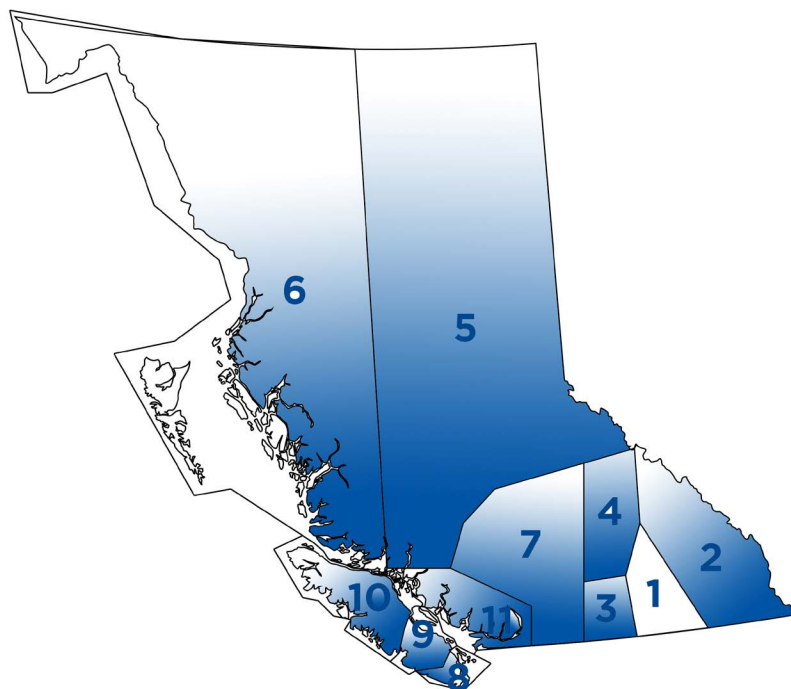


- Enderby
- Esquimalt
- Glen Meadows
- Golden Ears
- Howe Sound
- Kitimat
- Nelson
- Parksville
- Penticton
- Riondel
- Victoria

## Education

Coaching, officiating, and ice technician training took place across the province.

Course/ Workshop	Number of Workshops	Number of People	Location of courses by region
Coaching – Club Coach	4	33	7,9,10,11
Club Coach Youth	2	13	2,11
Coaching – Competition Coach	5	53	4,6,7,10,11
Making Ethical Decisions	5	57	4,7,10,11
Competition Coach Evaluation	N/A	10	3,5,7,8,11
Officiating – Level 1	4	39	1,3,7
Officiating – Level 2	2	11	1,3
Officiating – Level 1 practical	N/A	14	N/A
Officiating – Level 2 practical	N/A	7	N/A
Ice Tech – Level 1	3	19	11
Ice Tech – Level 2	2	7	11



**Curl BC Regions where coach education was held in 2016-17.**



**Coaches Corey Chester, Ashley Nordin, Melissa Soligo, Carley Sandwith.**

## Coach Camp

Our Rockslide Coach Camp had 17 coaches attend from all across BC for two day of coach development. Following the Rockslide Camp 15 teams participated in the Rockslide Summer Bonspiel and Junior Cash Spiel.

## Thank you

Thanks to Karen Watson, Coach Development Coordinator; Patti Caldwell, Provincial Officiating Coordinator; Dayne Gagnon and Mike Merklinger, Provincial Ice Technician Team; Mike West, Provincial Head Statistician; Wayne Braun, Officiating Equipment Coordinator; as well as all Curl BC Learning Facilitators and Course Conductors.

# Partnerships

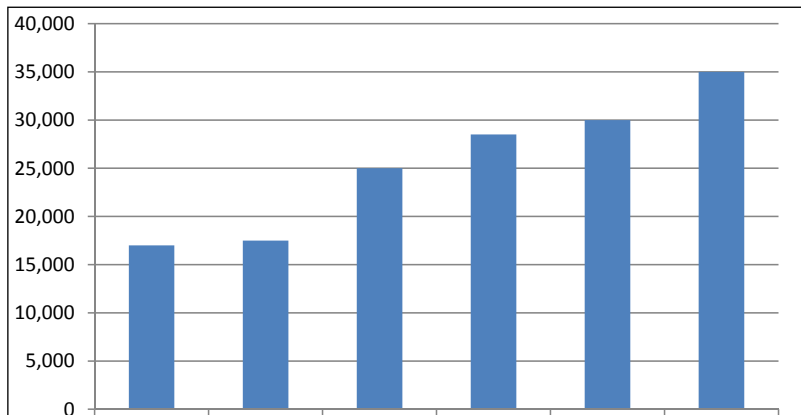
*Government, philanthropic organizations, corporations, curling enthusiasts and the general public will have an increased awareness of and generate interest in curling as a healthy and fun lifetime activity for everyone.*

## Government

Core support from the Provincial Government was increased 10% to \$367,742 including \$174,963 in base funding, \$108,000 in Gaming grants, \$40,000 in BC Sport Participation Program funding and an additional \$30,000 Performance grant. Additional grants were accessed through Hosting BC (\$12,000) and viaSport coaching grants (\$2,742).

## Philanthropic

Curl BC continues to promote the Curling For Life Endowment Fund, including running television ads for the Fund during the viaSport and Shaw TV broadcasts. The Fund now has a value of over \$35,000 and Curl BC has received grants totaling \$4,700 from the Fund in the last five years.



The Curling For Life Endowment Fund has grown to over \$35,000 in the six years it has existed.

Curl BC continued to promote and assist centres with the use of Sport BC's National Sport Trust Fund (NSTF). Six curling clubs now have their own NSTF project fund.



Curl BC signed a new contract with belairdirect, making them the official insurance provider for curlers in BC.

## Corporate

Curl BC completed its fourth year of 10-year partnership with Fortius Athlete Development Centre.

New partnerships were established this year with Shaw TV, Travelers Insurance (BC Club Challenge), Used.ca, Canada Curling Stone and Ambrosia Apples. When Canadian Direct Insurance joined forces with belairdirect, Curl BC worked with the new brand owners to continue the sponsorship and, along with that, the great member benefits. Partnerships continue with Best Western, Kruger (Scotties), Travelers Insurance (over \$10,000 allocated annually directly to participating curling centres), Optimists International, AMJ Campbell Van Lines, Jet Ice and The Pin People. Curl BC's total cash & contra sponsorship value has increased from \$78,000 in 2008/09 to \$242,641 in 2016/17.

## Partners

Along with the 13 other provincial and territorial member associations, Curl BC provides advice and direction to the Curling Canada Board of Governors. Curl BC participated in the National Curling Congress/



Curling Canada AGM, a special October meeting and bi-monthly consultation meetings with partner associations and the Curling Canada Board of Governors

For the sixth year in a row, Curl BC CEO Scott Braley has co-chaired the Operations Advisory Council comprised of the Executive Directors of each of the Member Associations and Curling Canada's senior staff.

Curl BC past-Chair Terry Vandale has been an active and influential member of the ad-hoc committee that has been instrumental in planning and operating the annual National Master Curlers' Championships, which is run independently from Curling Canada.

## Recognition at a national level

Kate Barratt of Gibsons was honoured by Curling Canada for her dedication to the sport. Kate learned to curl in her 50s, and since then she has been giving back to the sport she loves. Her contribution to curling in Gibsons was recognized during the playoffs of the 2017 Tim Hortons Brier in Newfoundland. She was called onto the ice during the bronze medal game to receive the 2017 Curling Canada Volunteer of the Year Award.

## External communications & marketing

The Curl BC website has received steady traffic over the last year with over 63,000 unique visitors. The site now hosts Google ads, which generates an income for the organization. Curl BC's following on Twitter has risen from 534 to 1,660 and there are now more than 1,400 people who follow the Curl BC Facebook account.

## New marketing material

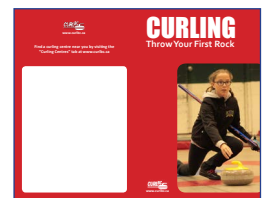
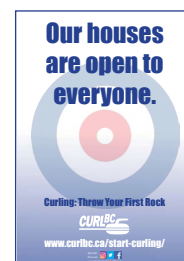
New marketing material was created and made available to clubs hoping to attract new curlers.



Curling Canada Volunteer of the Year Kate Barratt, centre, with left, Curling Canada Governor Peter Inch and, right, Curling Canada Governor Lena West.



The Curl BC website has received steady traffic in 2016-17, with over 63,000 unique visitors.



## Follow us on social media

Stay up-to-date on all of Curl BC's latest news, photos and events by following us on Facebook, Twitter and Instagram @CurlBC.



# Thanks for a great 2016/17 season!

## Staff

**Scott Braley**  
CEO & Executive Director

**Melissa Soligo**  
Provincial Coach &  
HP Director

**Shannon Aleksic**  
High Performance &  
Competitions Manager

**Rebecca Connop Price**  
Communications &  
Marketing Manager

**Will Sutton**  
Education Manager &  
HP Development Coach

**Melissa Sim**  
Participation Manager

**Lindsay Shannon**  
Administrative Coordinator

**Maimie Li-Cleto**  
**Financial**  
Coordinator (Part-Time)

## Officers

**Paul Addison**  
Chair  
Governor-at-Large

**Terry Vandale**  
Past Chair  
Region 1 & 2

**George Horner**  
Vice Chair  
Region 3, 4 & 7

**Peter Muir**  
Vice Chair  
Governor-at-Large

## Governors

**Ron Phillips**  
Region 5 & 6

**Teri Palynchuk**  
Region 8, 9 & 10

**Dale Gregory**  
Region 11

**Janice Mori**  
Governor-at-Large

**Michelle Ramsay**  
Governor-at-Large

**belairdirect.**  
car and home insurance

**BW | Best Western.**  
Hotels & Resorts

 **Kruger**  
Products

 **Ambrosia**  
...Mnambrosia Apples,  
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*sport & health*  
GAME CHANGING. LIFE CHANGING.



**SPORT**  
**BC**



**viaSPORT**  
BRITISH COLUMBIA  
CHANGING THE GAME. CHANGING LIVES.