

Resources

Connection



*United States Curling Association*

MEMBERSHIP *2018-19 SEASON*

Opportunity

Community



# United States Curling Association

## MEMBERSHIP

### Resources

Membership in the United States Curling Association (USCA) opens the doors of your club to the larger curling community and provides both tangible and intangible benefits for individual curlers and your organization as a whole. The USCA strives to grow the sport through developing resources to enhance member recruitment and retention, connecting with current and future curlers through communication and marketing initiatives, and providing opportunities for club curlers and elite athletes to compete in national and international events.

### Connection

During the 2018-19 season, members can look forward to:

- The fifth annual **Members' Assembly** and **USA Curling Members' Cup** in New York.
- **Curling Night in America** returning to TV in the fall of 2018.
- High quality **web-stream and/or television broadcast coverage** for the Men's and Women's National Championships and other events.
- **Live scoring** for all national events through CurlingZone.com.
- The **Business of Curling Symposium** in summer of 2019 in California.
- Several dozen **Sport Education classes** held throughout the nation.
- Four print and bonus online-only editions of the **U.S. Curling News**.
- Up-to-the-minute coverage of the latest news in the sport through USA Curling's popular **social media** platforms.
- **Free brochures and in-ice logos** available to members on-demand.
- Access to **exclusive discounts** through USA Curling sponsors and partners.
- And, much, much more!

### Opportunity

Feel free to contact the National Office at (888) CURLERS (287-5377) or through e-mail ([info@usacurl.org](mailto:info@usacurl.org)) with questions on any of the programs discussed throughout this brochure.

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*As a component of its mission to grow the sport of curling, the USCA offers various programs directed toward strengthening member clubs and enhancing the member experience. In addition to the programs detailed in this section, efforts to increase resources available to clubs are ongoing.*



**Training Session for USCA Instructor  
Program Course Conductors (2013)**



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**Certification and Training Courses:** USA Curling offers continuing education programs geared toward increasing the level of curling knowledge throughout the country. These programs are taught by individuals with practical experience in the subject matter.

- **Coaching:** With pathways available for members who are interested in working with youth, junior, and/or adult athletes, this program is designed to increase the expertise of coaches at all levels. Training includes online and in-person components.
- **Ice Making:** Making good ice is both an art and a science. Ice making courses are designed to provide ice technicians with technical and problem-solving skills needed to create the best possible ice conditions in their clubs. An arena ice making course, which is focused on the challenges of making ice for clubs curling in multi-use facilities, is also available.
- **Instructing:** The instructor program helps train club members to teach others to curl and improve the skills of experienced curlers. An enhanced Level II certification course, which debuted during the 2016-17 season, focuses on retaining new recruits.
- **Officiating:** In addition to gaining a better understanding of the rules of the game, officiating courses train individuals to work as timers and on-ice officials at regional and national events. Officiating is a great way for curlers of all skill levels to participate at the national level!
- **Wheelchair Instruction:** This course is designed to teach experienced curlers to introduce the sport to athletes who use wheelchairs in a safe and effective manner. It also addresses recruitment and retention of wheelchair curlers at the club level.

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**Safety Initiatives:** In a continuing effort to promote an abuse-free environment in the sport, [SafeSport online abuse prevention training](#) is available at no charge to curlers in all member clubs. The USCA has also partnered with the [National Center for Safety Initiatives \(NCSI\)](#) to offer member clubs access to comprehensive background screening programs at significantly reduced pricing. Additional SafeSport resources are available on the [USA Curling website](#).

**Curling Camps:** All curlers have the opportunity to learn from USA Curling High Performance Program coaches during the annual multiple day open training. USA Curling also provides support for popular junior camps in the Midwest and on the East Coast.

**Curling in the Gym:** Members can introduce curling in local schools, youth centers, or at community events. [USA Curling loans rolling stones](#) to clubs seeking to offer off-ice programs. An eight-session lesson plan, designed to expand knowledge of and access to the sport while increasing physical activity in school children, accompanies this equipment.

**KidsCurl:** The program is designed to offer a safe and fun on-ice introduction to the sport for five to eight-year-olds. KidsCurl features lesson plans, a kid-friendly workbook, teaching aids, pins, and patches featuring Pebble the curling penguin.

**Classroom Materials:** Members can also introduce curling in the classroom through use of a number of handouts developed with the elementary/middle school audience in mind. Age appropriate information about curling, classroom discussion prompts, word find, crossword puzzle, and instructions for a classroom beanbag game are [available on usacurl.org](#).

**Olympic Day:** During the month of June, clubs are encouraged to sponsor Olympic Day events, which can be held with or without access to ice. USA Curling can provide access to an Olympic Day Toolkit designed by the U.S. Olympic Committee and work to arrange attendance of an Olympic athlete at no cost. This is a great way to inform youth about curling in your area!

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**Members' Assembly:** The fifth annual USA Curling Members' Assembly will take place in October 2018 in New York. In addition to conducting the business of the organization, the Members' Assembly includes educational and networking components. Seminars on topics including using social media to promote your club, curling strategy, and building a curling facility will be offered in conjunction with various on-ice training opportunities. The USA Curling Members' Cup mini-spiel will also be held as a part of this event.

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**Business of Curling Symposium:** The World Curling Federation, in partnership with USA Curling, brought the first WCF Business of Curling Symposium to the United States in June of 2015. During this multiple-day program, facilitators guide participants in an interactive series of discussions, idea sharing, and success stories. Topics include: Leagues, Clinics, and Instruction; Attract, Grow, and Retain Your Membership; and Marketing/ Sponsorships. Look for another Symposium in June 2019 in California!

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**Darwin Curtis Grant Program:** In 2012, the USCA was selected to administer [the Darwin Curtis Fund Grant Program](#) on behalf of The Chicago Community Trust. The Darwin Curtis Fund was established to "support and encourage participation by the general public in the sport of curling." The program awards \$25,000 annually to clubs and/or other 501(c)(3) nonprofit organizations through a competitive application process.

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**No-Interest Loan Programs:** USA Curling offers member clubs the opportunity to participate in several no-interest loan programs made possible by the World Curling Federation. Loans, which are paid back over a period of years, can be obtained for the purchase of stones and the construction of new facilities.

**Liability Insurance:** USA Curling's [club insurance program](#) provides access to liability insurance and medical accident coverage with reasonable premiums and broader coverage than is typically available from local agencies.



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**Awards and Honors:** The USCA recognizes excellence through the USCA Hall of Fame and by honoring the Coach, Developmental Coach, Athlete, Team, and Volunteer of the Year. The Volunteer of the Year Award was established in 2012 to provide recognition for the work that curlers throughout the nation do to advance curling on the club level.

**Brochures and Videos:** Educational brochures, which are updated annually, and videos are offered to enhance recruitment and retention efforts in member clubs. The six-minute [Dare to Curl video](#), which is designed to give new curlers a broad overview of the sport, is a great way to introduce people attending open houses, learn-to-curl classes, or corporate events to curling. The *USA Curling* and *Learn to Curl* brochures are available in hard copy from the national office and online.

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**On-Demand Membership Materials:** Brochures, club posters, and directories are all available to member clubs for FREE at the click of a button. Club presidents or their designees can request these items as needed anytime of the year by accessing the [USCA Membership Materials Request Form](#).

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**Technical Manual:** *The Five Elements of Curling Technique*<sup>®</sup> manual is the first in what is expected to be a growing library of resources developed by the USCA in conjunction with U.S. and international coaches and athletes. The manual is designed to bring world-class curling knowledge to the curling community by providing curlers with a technical framework to customize the curling delivery based upon an individual curler's existing delivery, body type, and flexibility. The manual can be ordered on the [USA Curling website](#).

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**Team Fan Shop:** USA Curling apparel and other merchandise is available through Team Fan Shop. Look for the online store on the [USA Curling website](#).



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**National Partnerships:** Benefits from partnerships with sponsors of USA Curling have both direct and indirect impact on our member clubs. Examples include the following:

- **United Airlines:** As a member of USA Curling you are eligible to receive discount flights to USA Curling-sanctioned events on United Airlines. Book now by calling the United Olympic Desk at 1-800-841-0460 and receive up to 10% off the retail fare price. To determine whether an event qualifies, contact the USA Curling national office.
- **The Pin People:** As the official exclusive lapel pin supplier/licensee to USA Curling, member clubs can utilize a 10% discount off listed wholesale pricing plus a 5% pre-payment option on all club pins, medals, lanyards, crests, key chains or related products produced by Laurie Artiss Ltd. Visit <http://www.thepinpeople.ca/>.
- **Experticity:** Members are eligible to sign-up for exclusive discounts at over 300 online stores through Experticity.com. Savings range from 20% to 75% off brands like Carhartt, Merrell, Nike Vision, Otterbox, Purina Pro Plan and more.
- **Ram Restaurants & Brewery:** In addition to donating significant dollars annually from its "[Taster Curl](#)" sales, many of its establishments have created local partnerships with nearby member clubs.

**National Office:** USA Curling staff is available to answer questions and provide assistance to current members, future curlers, and emerging clubs. Contact the office toll free at (888) CURLERS (287-5377) or through e-mail ([info@usacurl.org](mailto:info@usacurl.org)) with questions or requests on anything from signing up for a class to starting a curling club. We are here to help you!

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1998 OLYMPIC FLASHBACK / CURLING ON TV / GET READY FOR PYEONGCHANG

## United States Curling News

Official publication of the United States Curling Association

Established 1945

# Super Volunteer

**Peachtree's Cameron Dunn:  
USCA Volunteer of the Year, P8**

Fall 2017 \$6.50  
Volume 73 Issue 1  
[www.usacurl.org](http://www.usacurl.org)

- INSIDE THIS EDITION:**
- Olympic Pin Design Revealed, P5
  - Learn to Curl Revamp, P7
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*The USCA connects current members with the latest news and information about the sport and connects future curlers with our member clubs. Ongoing marketing initiatives and special events are also designed to bring curling to the attention of the general public.*



## 2017-18 MEDIA GUIDE & DIRECTORY





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**Website:** The [USA Curling website](#) provides you with information on USCA events and policies, club bonspiels, open house listings, and educational clinics. Members of the public looking to locate a club in their area can access the “[Find a Club](#)” link. This feature has been improved in order to more effectively direct future curlers to local member clubs. USA Curling staff personally contacts anyone who requests additional information on the sport in an effort to connect them with local clubs.

### Connection

**Mobile Apps:** The mobile app for the USA Curling website is focused on helping members of the public find a club, athlete biographies, live results, live web-streams, and news stories. The U.S. Curling News app is a handy way to keep all of your magazine copies in one easy-to-access area. Both apps can be found in your mobile device store by searching “USA Curling.”

### Opportunity

**Magazine:** The [U.S. Curling News](#), established in 1945, was redesigned as a full-color print and online magazine in 2013. Published quarterly, with two additional summer bonus online editions, the magazine highlights developments in the curling world and features articles on how to improve your game. It also provides you with an outlet to share your club’s successes. Additionally, the *U.S. Curling News* is available to members on apps designed for the iPhone, iPad, Android, and Kindle Fire.

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**Newsletter:** Produced twice monthly, the *Stone Soup* electronic newsletter is emailed to all members with e-mail addresses on file. It provides you with updates on training courses, new programs, and event standings.

**Directory:** Designed to facilitate contact among member clubs, the *2018-19 Media Guide & Directory* is useful for advertising bonspiels and club events. In addition to print copies available through the On-Demand Membership Materials service, all curlers can access the directory online.



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**Social Media:** Check out USA Curling’s popular [Facebook](#) and [Twitter](#) sites to connect with fellow curlers and get up-to-the minute announcements, as well as fun facts about the sport.

**Mainstream Media:** The USCA also works to bring the sport to the attention of the public through mainstream media outlets around the country. In addition to information regularly distributed through a national press release service, USA Curling staff works on-site with local and national reporters at major events to publicize the sport. According to the Philadelphia Sports Congress, the 2012 Men’s and Women’s Nationals “generated more than 62 articles and broadcasts from more than 29 different media outlets, resulting in a potential viewership of more than 134,156,000 and an earned media value of more than \$1.2 million.”

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**Webcasting:** The USCA partners with the 12<sup>th</sup> End Sports Network to bring high quality webcasts of the Men’s and Women’s National Championships to our members and followers. In addition, live scoring of all championships via USA Curling’s partnership with CurlingZone helps curlers cheer on fellow club members and friends involved in these competitions.

### Opportunity

**Special Events:** Through building relationships on behalf of the sport, the USCA works to organize special events and capitalize on opportunities to bring curling to the attention of the general public. Past examples of such events include curling on the Rink at Rockefeller Center for NBC’s *Today* show, bringing Street Curling to 2014 Super Bowl celebration in Hoboken, N.J., the WFG Continental Cup of Curling in Las Vegas, Nev., American Savings Bank Curling Charity Classic in Honolulu, and Curling Night in America.

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**Olympic & Paralympic Coverage:** Olympic and Paralympic coverage has boosted visibility of curling in the United States and increased membership in clubs around the country. Preparation for this broadcast begins years in advance with staff from USA Curling working with the host broadcaster, United States Olympic Committee, World Curling Federation, and countless local, national, and international press in print, digital, and broadcast mediums. USA Curling is currently looking toward the 2022 Olympic Winter Games and Paralympic Winter Games in Beijing, China.



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*Membership in the USCA provides opportunities for both club and elite curlers to challenge themselves in the sport and connect with other curlers from around the country and the world.*

Winter Youth Olympics (2016)  
Silver Medal team on the Podium  
in Lillehammer, Norway



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**Championships:** USA Curling offers a growing number of opportunities for curlers to challenge themselves in the sport by competing against curlers from throughout the United States. National competitions for the 2018-19 season include:

- Arena Curling Men's and Women's National Championships
- College Curling Championship
- Club National Men's and Women's Championships
- Junior Men's and Junior Women's National Championships
- Men's and Women's National Championships
- Mixed Doubles National Championship
- Mixed National Championship
- Senior Men's and Senior Women's National Championships
- U18 National Championships
- Wheelchair National Team (Individual Tryouts)

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Numerous competitions encourage participation from curlers in all areas of the nation through region-based fill policies.

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**High Performance Program:** Through financial backing of the United States Olympic Committee (USOC), the USCA is able to provide financial and programmatic support to elite athletes as part of the High Performance Program (HPP). The HPP is designed to give top American curlers the tools they need to succeed in an increasingly competitive international field. The program also identifies and supports the development of promising young athletes from around the nation.

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**National Wheelchair Curling Program:** In addition to providing top coaching and world-class competitive experiences for elite wheelchair curlers competing at the highest levels, support from the USOC affords the organization the opportunity to sponsor outreach events for veterans and others.

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Olympian Ann Swisshelm teaching school children to curl at a charity event in Hawaii (2014)

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### Curling is more than just a sport. It is a community.

The curling community consists of thousands of curlers in the United States and hundreds of thousands of curlers worldwide.

The game is played in over 40 U.S. states and almost 50 countries. Through membership in the USCA, you and your club become part of this larger group.

Membership also gives your club a voice in the future of the sport. USCA policy is developed by a volunteer board made up of representatives from around the nation. This board determines the direction of the organization. Both board members and non-board member volunteers work with USA Curling staff on various projects, including selecting sites for national events, developing educational programs, and writing articles for national publications. Representatives to the World Curling Federation are also selected from our member organizations. These individuals provide the United States with a voice in the future of the sport as it impacts the worldwide curling community.



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***United States Curling Association***

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Contact: (888) CURLERS (287-5377) or [info@usacurl.org](mailto:info@usacurl.org)

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