

IT'S OUR HOUSE

FIRST EDITION • NOVEMBER 2018



MESSAGE FROM THE EXECUTIVE DIRECTOR

The amalgamation is official: **Curling Alberta** has arrived! On behalf of the new organization, I'm honored to welcome you to the 2018-2019 season and to the inaugural edition of our newsletter, *IT'S OUR HOUSE*.

On July 30th, the four historic governing bodies for curling in Alberta, the Alberta Curling Federation (ACF), the Northern Alberta Curling Association (NACA), the Southern Alberta Curling Association (SACA), and the Peace Curling Association (PCA) were reborn as one. In a strong demonstration of solidarity, all four organizations voted unanimously in favor of the amalgamation; an impassioned exclamation point at the climax of an important and long-fought mission for curling in this province.

This is a very exciting time for our sport, and we are proud to serve you. As we navigate through this first year of transition and learning, there will undoubtedly be questions about what the "new" organization is and more

importantly, how this will affect curling in Alberta. While there are many benefits of a single organization, Curling Alberta is now able to speak with a unified voice, and to provide a united identity and support system for curlers and clubs. Our organization will be able to explore new efficiencies, programs and services, and improved communication.

But for the time being, the most important things to be aware of as we ramp up for competitions are listed below. However, this list is not exhaustive (there are so many exciting developments happening for all our stakeholders!) so for all the details please be sure to skip down to the "Notice of Competitive Structure Changes" article, or click [here](#) to view the revised Competitors Guide and FAQ document. Here are some highlights:

- **There have been extensive changes to the policies for competitions.**

Among other changes, the borders within our province will no longer exist. *continued on page 4 . . .*

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U18'S AND JUNIORS WILL BE ON THE CLOCK THIS SEASON

In order to provide our young curlers with appropriate developmental opportunities as they progress as athletes, Curling Alberta will time the semis and final game in the U18 and Junior categories this season. However, as this may be a big adjustment for teams, with little notice leading into competitions, there won't be penalties associated for running over time. We trust that players and coaches will respect the effort of our volunteers and officials to make this happen, and utilize this as a training opportunity.

TICKETS ARE NOW ON SALE FOR THE MEN'S & WOMEN'S PROVINCIAL CHAMPIONSHIPS AND THE MEN'S WORLD CHAMPIONSHIP!



The 2019 Alberta Boston Pizza Cup, presented by Best Western, will be held at the Ellerslie Curling Club in Edmonton from February 6th to 10th, 2019! Visit the event website (2019bostonpizzacup.com) for details and get your tickets today!



Boston Pizza Northern Alberta is a proud sponsor of the Alberta Boston Pizza Cup, presented by Best Western. For the duration of the event, just show your tickets at Boston Pizza South Common, Boston Pizza Ellerslie, or Boston Pizza Millwoods to receive a 10% discount!

Boston Pizza South Common will also be the off-site headquarters for the event. On Tuesday, February 5th you're invited to an official kick-off party at that location from 9:00 pm until close. Save the date in your calendar and swing by to check out the Boston Pizza Cup trophy, maybe rub shoulders with some of the players, and take advantage of the party atmosphere which will feature special promotions and prizes. They look forward to hosting your family and friends all week long!



The 2019 Jiffy Lube Alberta Scotties Tournament of Hearts will be held in Stettler this year. Here's a quick link to see what's in store and to get the super-fan in your life a great Christmas gift: <https://2019jiffylubealbertascotties.com/>.



The 2019 World Men's Curling Championship, presented by Service Experts will be played at the ENMAX Centre in Lethbridge, from March 30 to April 7. It will be Lethbridge's third opportunity in seven years to have world champions crowned in the Southern Alberta city. Here's the link to snag your ticket packages to see the world's best before they're gone: <https://www.curling.ca/2019worldmen/>

To view a full schedule of Provincial Qualifiers, Championships and other events, click the 'Competitions' tab of the [website](#).



GREETINGS FROM CURLING ALBERTA'S ADVOCACY COMMITTEE

As diverse as our clubs, participants, and communities are, they very often share similar challenges and goals. As a unified organization, Curling Alberta has created a committee to support member clubs and other partners at the grassroots level, and to lead advocacy efforts to increase awareness and to influence policymakers to benefit our communities and our sport.

The Advocacy Committee is currently comprised of five dedicated Curling Alberta Board Directors. Working collaboratively with our stakeholders, the Committee will use varied methods to try to achieve its aims including lobbying, leading media campaigns, conducting research, and coordinating special events. It will also create an advocacy and club support repository. This toolkit will host all sorts of educational materials and tools such as draw and grant templates, sample policies, safe sport protocols, etc. In addition, the Committee will also focus on promoting and educating people on the Safe Sport framework, and inclusivity for all.

The Committee's first accomplishment was the development of a survey that will be sent to our clubs to assist us in gathering data on demographics and identifying common issues. This information will help us better fashion programs and support to our membership. The final results will be presented in an aggregate manner at our AGM in June, 2019.

If you would like to get involved, or if you have any ideas, questions, or concerns, please email the Advocacy Committee directly at advocacycommittee@curlingalberta.ca.

THE NEW EDITION OF THE CURLING CANADA RULE BOOK HAS ARRIVED

The latest edition of the Curling Canada's *Rules of Curling for Competitive Play 2018-2022* has been released and is available from your local club or curling supply store. The rules for general play and the highlights of changes are available at www.curling.ca in the 'About Curling' section.

The biggest change is the adoption of the 'Five Rock Rule'. This means that you cannot remove the opponents' stone from the free guard zone until after the delivery of the fifth stone in the end. Two other significant changes are that you must use only one sweeping device for the entire game and not switch with other players or change heads. The other change is more common in competitive play in regards to sweeping the 'tick' shot in the free guard zone – now *both* the skip and third (vice) of the non-delivery team may sweep their own stone to an out-of-play position. There are other minor changes so please be sure to review the current version of the rule book.

~ submitted by Brenda Rogers
Curling Alberta Officiating Coordinator



UPCOMING COURSES

| Course | Date | Location |
|------------------------|----------------------|-----------------------------------|
| Ice Technician Level 2 | March 29-31, 2019 | Gibbons Curling Club |
| Club Coach | November 10-11, 2018 | Rocky Mountain House Curling Club |
| Club Coach | December 1-2, 2018 | Vermillion Curling Club |
| Umpire Level 1 | December 1, 2018 | Lethbridge Curling Club |
| Umpire Level 1 | January 5, 2019 | Stettler Curling Club |
| Umpire Level 2 | December 2, 2018 | Okotoks Curling Club |

To register please go to Curling Alberta's Course Schedule web page or call 780-440-4270.

If your club is interested in hosting a coaching, officiating, or ice tech course, please contact Shanelle Goudreau, Curling Alberta's Technical Coordinator, at shanelle.goudreau@curlingalberta.ca.



CURLING ALBERTA ADOPTS THE RESPECT IN SPORT PARENT PROGRAM

Curling Alberta is proud to announce our partnership with Respect Group and the adoption of the Respect in Sport (RiS) Parent Program. This educational tool will further our commitment to fostering a safe and fun environment for all participants.

For the 2018-19 season, Curling Alberta will require at least one parent/guardian of any curler under the age of 18 to complete the online program in order for their child to participate in any Curling Alberta sanctioned event.

Visit our website to find out more about the program or click [here](#).

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This means that players will now be able to choose to compete at any provincial qualifier, and teams can be comprised with players from anywhere within our boundaries.

- **The category with the most extensive changes is the mixed doubles.** For this season, Curling Alberta has added three mixed doubles Provincial Qualifiers to our schedule of events, leading up to the Provincial Championship (which is the same process as for most other categories). However, if there is a lower than expected turnout (less than 32 teams), the teams will proceed directly to the Provincial Championship. This will be considered a pilot approach which is intended to ensure that the three qualifiers do not serve to only eliminate a small handful of teams.
- **Online registration for most events is now open!** This year, Curling Alberta is using an online registration and competition management system called Curling I/O. To register for any Provincial Qualifier, teams will visit Alberta's Curling I/O website (ab.curling.io), complete their registration and pay online. Please note that the first registration deadline for all three Mixed Doubles Provincial Qualifiers is quickly approaching on November 14th at noon.
- **If you have any questions, concerns, or suggestions throughout the season, you can reach out to your zone representative on our Board of Directors, or any member of the staff.** Curling Alberta will maintain its head office in Edmonton at the Percy Page Centre, as well as a satellite office in Calgary at the Calgary Curling Club (formerly the SACA offices). General inquiries can be directed to info@curlingalberta.ca or 780-643-0809.

As we endeavor to keep everyone informed and engaged throughout the season, we encourage you sign up to receive our newsletter electronically. Just go to our homepage, and you'll find the sign-up right above the news section.

If you have any content or story leads for future editions of *IT'S OUR HOUSE* that you would like to submit, please shoot an email to info@curlingalberta.ca. Please also take a moment to like and follow Curling Alberta on [Facebook](#) and [Twitter](#) to keep up-to-date on news and events. Until we're able to unveil our new website later this fall, we've redirected the regional association websites, and consolidated all the critical information such as the schedule of [bonspiels](#), [clinics and courses](#), and [other events](#) on a temporary website: www.albertacurling.ab.ca.

Over the summer, I've been working with the Board to assess the organization and to develop our strategic direction for the next 12 months and beyond. Because the first step on any worthy journey is to know where you're heading, the Board worked to explore why the organization truly exists and what it is striving to create. As an outcome, I couldn't be prouder to stand behind the new mission and vision statements for Curling Alberta:

VISION: We believe in spreading the power of sport through curling. We are committed to protecting the health and happiness of future generations while honoring our rich history. For all ages and abilities, Curling Alberta will provide equitable and quality opportunities to participate in our sport, striving to make curling the first sport of choice for all within our boundaries.

MISSION: We exist to inspire the curlers of today and tomorrow.

We hope that these statements are relatable and that our community will feel united and inspired in this purpose. As Albertans, we are proud, yet humble. Our athletes and our organization will work hard to achieve excellence, not bragging rights. Curling Alberta's values, which are

intended to set the core of our culture, will help to ensure that we're achieving our goals in an ethical manner, in keeping with the beliefs of our members and players:

Respect: We show respect by collaborating, communicating, and showing due regard for the opinions, rights, and traditions of others.

Integrity: We operate on a basis of integrity, accountability, and trust.

Excellence: We aspire to operate only to the highest personal and professional standards in all relationships, programs, and services.

Innovation: We aspire to be a dynamic organization through creativity and innovation.

Stewardship: We aspire to integrate generations, and to understand and effectively manage our impacts on our environment and stakeholders. We will strive to implement sustainable practices, and act responsibly with respect to planning and the management of resources.

Transparency: We aspire to be transparent, open, honest, and accessible in all our activities. **Inclusivity:** We strive to be inclusive and non-discriminatory to all who wish to participate.

Health & Wellness: We provide a high level of support for all our people including focus on personal health, well-being, and safety. We aim to remove barriers to active living by providing a variety of programs and outreaches that integrate physical, psychological, and social issues where Albertans can learn and practice lifelong healthy habits.

Much of the Board's attention since incorporation has also been devoted to setting the budget and to identifying and documenting its system of governance. This process included the development of five priority committees (Executive, Sponsorship, Advocacy, Competitions, and Finance), new board-level policies (e.g. Code of Conduct, Conflict of Interest, etc.), and a governance charter.

Strategically, the Board has decided to focus on the following organizational priorities over the next four years:

1. Financial Viability

Goal: To become a financially sustainable and self-sufficient organization.

2. Club & Community Development

Goal: To drive increased participation for all ages and abilities by building partnerships and providing or supporting relevant programs and services.

3. Marketing & Communication

Goals: To establish and maintain appropriate methods for the timely and appropriate collection, distribution, and storage of information.

To establish a strong and positive brand for Curling Alberta.

To build and communicate a clear and compelling value proposition for membership & affiliation.

To increase the popularity & perceived value of curling in the community.

The other areas for development that were identified by the Board were:

Leadership Development

Goal: To build leadership capacity in our sport by training and educating coaches, ice techs, officials, staff, and volunteers.

Governance

Goal: To establish systems, policies, and Board procedures to effectively set the strategic direction of the organization, monitors the achievement of results, and to ensure consistency with values, needs, and aspirations of the collective membership.

Competitive Structure

Goal: To build a robust and accessible calendar of sanctioned events that will provide relevant competitive opportunities for players of all abilities and ages.

Performance Stream

Goal: To build a system that produces and retains National Champions, National Training Centre athletes, and World and Olympic Champions.



As we move into the season, it's also important for our stakeholders to understand that the amalgamation happened significantly ahead of anyone's expectations. When the new Board assumed governing authority on July 30th, it was presented with an opportunity to progress some positive changes for this season which would truly reflect a unified community. We hope these changes illustrate Curling Alberta's commitment to a thoughtful balance of old and new. While we know that there can be a natural resistance to change, in our modern world, we also know that organizations that fail to change, fail to thrive. On the operations side, the staff and I have been working hard to implement some of these changes:

- Develop a new visual identity, including logo and website;

- Complete and confirm the annual calendar of events for this season;
- Establish and document new operational procedures to reflect our amalgamated organization;
- Restructure the roles and responsibilities of the staff and physically combine offices;
- Launch Curling I/O as Curling Alberta's online registration and event management system;
- Launch the new Excel Program (to support high performance stream athletes);
- Work with the Competitions Committee and Board to review and revise the policies relating to competitions;
- Launch the Respect in Sport program;
- Effectively communicate the amalgamation and the resulting changes to our stakeholders (e.g. updates to clubs, e-newsletter, social media, etc.);
- and so much more...

For both the Board and staff, this amalgamation has been a challenging and unique experience. The transformation will take time, courage, and collaboration. But in Alberta, we have always supported one another. If we can all stay focused on our joint purpose, we will be successful in honouring our rich history by building a future that we can all be monumentally proud of.

It will be a privilege to lock arms with each of you to inspire the curlers of today and tomorrow.

Jill Richard
Executive Director

NOTICE OF COMPETITIVE STRUCTURE CHANGES

On July 30th, 2018 the amalgamation of the Southern Alberta Curling Association, Northern Alberta Curling Association, Alberta Curling Federation, and the Peace Curling Association became official and Curling Alberta was formed. The Board acknowledges that the messaging leading up to the amalgamation indicated to stakeholders that competitions would remain status quo for this season.

However, the incorporation occurred significantly ahead of schedule, which presented an unexpected opportunity to initiate positive change for our clubs and curlers for this season.

It is important to note that for the mixed doubles category, Curling Alberta has added three Provincial Qualifiers to our schedule of events, leading up to the Provincial Championship (which is the same process as for most other categories). However, if there is a lower

than expected turnout (less than 32 teams), the teams will proceed directly to the Provincial Championship. This will be considered a pilot approach which is intended to ensure that the three qualifiers do not serve to only eliminate a small handful of teams. Please read the FAQ below for more information on the mixed doubles.

Curling Alberta encourages you to read the updated Competitor's Guide (and appendices) and the FAQ section below to become familiar with the changes. Please note that some appendices are still under construction, but they will be published as soon as possible in priority order according to upcoming event dates. There has been a tremendous amount of work done by our volunteers and staff to make these changes a reality for this season, so we appreciate your patience and support as we work to develop a

complete document. The Competitors Guide is formatted to clearly highlight policies that are new or have changed in a material way. Please be advised that Curling Alberta has also published a revised Cresting Policy and Provincial Berth Policy, which you can view [here](#).

We understand that not all changes will be supported, however we are confident that our focus on providing opportunities for development in the sport will have a positive return. We encourage continued discussions as we move forward and will be interested in hearing from you.

Should you have any questions or concerns, please reach out to [Jeff Ginter](#) Chair of the Competitions Committee (vicepresident@curlingalberta.ca), or [Jill Richard](#) Curling Alberta's Executive Director (jill.richard@curlingalberta.ca).

FAQ

Q: Now that we are one association, can I enter a qualifying event anywhere in the province?

A: YES! Since we are now Curling Alberta, teams can choose to compete at any provincial qualifier held within our boundaries. Opening the boundaries creates more options, expands opportunities, and creates more flexibility.

Q: How many qualifying events are there for each category, and how many provincial berths are available at each location?

A: Curling Alberta will sanction three provincial qualifiers for each category across the province. These locations will be distributed geographically to allow for as much access as possible for the curlers within our boundaries. A minimum of two provincial berths will be awarded at each of the Provincial

Qualifiers. In the event any qualifier does not award two berths (e.g. lack of entries, disqualification, etc.) any unclaimed berths will be awarded as per the same pro-rated process based on entries as described below.

In all events (except Wheelchair, U18, and Mixed Doubles) there will be a minimum of two additional berths available (for a total of eight berths). Those additional berths will be assigned among the qualifiers on a pro-rated basis based on overall entries.

Example #1: If qualifier A has four entries, and qualifiers B and C have 10 entries each, then qualifier A would receive two berths, and qualifiers B and C would each receive three berths.

Q: What are the changes to the mixed doubles category this season?

A: Three Provincial Qualifiers have been added leading up to the Provincial Championship. What's different relative to most other categories, is that for mixed doubles, IF the qualifying events do not attract at least 32 teams, all registered teams will proceed directly to the Provincial Championship.

EXAMPLE #1: If the total number of teams registered for all three qualifiers falls between 24 and 32, all registered teams will go directly to the Provincial Championship.

EXAMPLE #2: If the total number of teams registered for all three qualifiers is more than 32, the qualifiers will be played to establish a championship field of 24 teams.

A notice will be sent to each team



following the registration deadline to inform them of the status of the qualifiers.

Q: Why were these changes to the mixed doubles category made?

A: The three Provincial Qualifiers were added to capitalize on the growth of the mixed doubles category and to allow fair access to the Provincial Championships. In previous seasons, the Alberta Mixed Doubles Provincials has been an open registration, with no playdowns, and has been oversubscribed. This means many teams have unfortunately not been able to compete to represent Alberta at the national level. These new qualifiers were added to ensure an equitable opportunity for all teams wishing to enter.

Curling Alberta is piloting the procedure that may send all registered teams will proceed directly to the Provincial Championship IF the qualifying events do not attract at least 32 teams, to ensure that the three qualifiers are meaningful events (i.e.- that they do not serve to only eliminate a small handful of teams).

Q: Where and when will the Mixed Doubles Provincial Qualifiers and Provincial Championship be held?

A: The Provincial Qualifiers:

- Beaumont Curling Club, Beaumont, AB- Nov 30 to Dec 2, 2018
- Highwood Curling Club, High River, AB- Dec 14 to 16, 2018
- Dawson Creek Curling Club, Dawson Creek, BC- Dec 28 to 30, 2018

Provincial Championships

- Dawson Creek Curling Club, Dawson Creek, BC- Feb 15 – 18, 2019

Note that the registration deadline for all three Provincial Qualifiers for mixed doubles is November 14th at noon.

Q: Why were the substitution and replacement rules changed?

A: A change was made that allows players who were eliminated at a previous qualifying stage, to compete on teams who are legitimately in need of a replacement player or substitute at a higher level of competition. This creates a larger pool of players available for substitution or replacement, and increases the likelihood that the player is of an appropriate skill level to compete at the higher level.

Q: Why will Curling Alberta allow teams to play in an event if there is known or potential conflict at the national or international level in another category?

A: This change was made to allow for teams or players to compete in more than one category even when there is a conflicting date in future competitions at the national or international level. This will provide players with greater access to developmental opportunities and subsequently create more competitively relevant opportunities.

In the case that a team is not able to compete beyond the Provincial Championships due to another competition, the runner up will represent Alberta. We are anticipating this will see a growth in entries in events and more opportunities for club members.

Q: Why does the Competitors Guide now include Provincial Qualifiers?

A: Because all competition is now governed by a single organization, there will be one guide for all levels of competition. This will allow for consistent rules and regulations across the province, and the competitive player will now only need to look in one place for information.

Q: Why are the provincial travel subsidies gone?

A: Travel subsidies were previously applied inconsistently across the regional associations. We recognize that this was appreciated and assisted in offsetting costs, however, in researching other sports, providing travel subsidies is not a common practice. Instead, Curling Alberta will redirect that funding into a range of developmental initiatives.

Q: What is the Respect in Sport Program and why are parents or guardians of participants under 18 years of age required to complete it?

A: Curling Alberta is proud to announce the partnership with Respect Group and the adoption of the Respect in Sport (RiS) Parent Program. Respect in Sport is a powerful, proactive educational program that empowers parents, leaders, and coaches with the tools to ensure the game is safe, enjoyable and respectful for themselves, their children, and all other stakeholders in the sport.

Curling Alberta requires at least one parent/guardian of every curler under the age of 18 to complete the Respect in Sport (RiS) Parent Program in order to participate in any Curling Alberta event, effective as of the 2018 – 2019 season. This program will only take 1 hour and costs \$12. Visit our [Competitor's Guide & Policies](#) page of our website for program access & more information, or click here to [register now](#).

Q: How do I register my team for Provincial Qualifiers this year?

A: This season, Curling Alberta is using an online registration and competition management system called Curling I/O. To register for any Provincial Qualifier, your team will visit Alberta's ►

Curling I/O website where you can simply click on the event of your choice to complete your team registration and payment online. Teams can also find this link on the bottom of our Provincials & Qualifiers page of our website which says “How to register... click here!”.

One team representative will register and pay for your team. Simply click here: ab.curling.io and find ‘Login’ in the upper right corner. You will either use your Gmail account (if you have one) or ask for a login link to be emailed to your email address to get started. Once you have completed the online registration, the page will be redirected to a confirmation page which will include a link to be sent to your teammates so they can accept the mandatory waiver and create a curler profile if they haven’t already done so.

Q: I’m eager to compete! When can I register?

A: Registration is now OPEN for most competitions. Please note that there will be one registration deadline for all

three qualifiers in each category, which will be at noon on the Wednesday three weeks before the date of the first event. But there’s one exception... the mixed doubles registration deadline will be on the Wednesday two weeks before the first event, which is November 14th.

Q: When registering online, I noticed that there is a “Curling Canada Competitors Fee” that is included in my team’s registration fee. What is this?

A: As in past years, these fees flow through the point of registration to Curling Canada and the funds support the National Championships. It may appear to be new as in some regions which handed the registrations, it was never disclosed specifically (rather, it was simply included in the registration fees as a bundle). Curling Alberta has chosen to illustrate these fees separately. Note that the fees are payable for each category entered by each player (i.e. if an athlete enters both the men’s and mixed events, the fee is paid twice).

Categories that are subject to the \$45 CC Competitor’s Fee:

- Juniors
- Men’s
- Women’s
- Senior
- Mixed

Other national competition fees are as follows:

- U18 category - teams pay \$7.50/competitor which is added to the team registration fee on Curling I/O. These fees also flow through Curling Alberta to Curling Canada.
- Masters – teams pay a \$25/competitor “Assessment Fee”. Curling Alberta forwards these funds to the host of the Canadian Masters Championships.

For Wheelchair, Curling Club Championships, and Mixed Doubles there is no additional fee paid.

THANK YOU TO ALL OUR SPONSORS



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