



# IT'S OUR HOUSE

SECOND EDITION • DECEMBER 2018



## ALBERTA CURLING CLUB CHAMPIONSHIPS: ELIGIBILITY AND PROVINCIAL CHAMPIONSHIP HOST ANNOUNCEMENT

Curling Alberta is pleased to announce that the Calgary Curling Club will host the 11th Annual Curling Club Provincial Championships on April 12-14, 2019. Based on player and club feedback, we've moved the timing of the Provincial Championship, previously held in October of the following season, to April within the same season. We hope this will help all you farmers out there who had a tough time making it to the championships during harvest!

If you're not already familiar with this event, it was created for true club-based

teams. The objective is to support the development of grassroots curling across Canada. All players are encouraged to review the updated eligibility which you can find [here](#). We know that it might be a bit confusing to understand so please shoot us an email with any questions.

Clubs will be asked to submit their intent to name a team (or teams) to the qualifiers to Curling Alberta by February 27th, 2019. These forms will be sent directly to our member clubs in the coming weeks.

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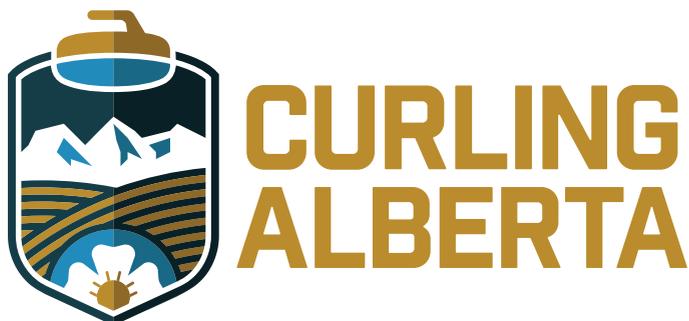


Follow Curling Alberta on social media! If you haven't yet clicked on our Facebook page or Twitter Account, now is a great time. We post reminders, announcements, celebrations, stories, and photos all year round. Click those 'like' and 'follow' buttons on [Facebook](#) and [Twitter](#) right now!



# THE STORY BEHIND THE CURLING ALBERTA LOGO

As we amalgamated the four historic regional and provincial curling organizations in Alberta into the new Curling Alberta, a new brand and visual identity was important to signify the start of a new era for Curling in Alberta. We contracted Berlin Communications out of Edmonton to help us with this goal of developing a new brand and visual identity. Our goal was to create a brand that reflected our sport and our Alberta identity, as well as a timeless icon that our athletes could wear with pride, no matter if they compete at their local curling facility, or a national event.



Here is the new Curling Alberta!

## ABOUT THE DESIGN

The design is inspired by four main elements: a curling rock, the wild rose, the Three Sister Mountain Range, and the familiar prairie fields that stretch across Alberta.



It also takes cues from the official Alberta Shield, which represents the natural resources and beauty of the varied Alberta landscape: the Rocky Mountains and their foothills, the grass prairies, and the cultivated wheat fields.



The typeface resembles the fonts found on classic grain elevators in Alberta built over the 20th century.



All together, these elements create the new Curling Alberta visual identity, which will inspire generations of future curlers to become physically active and take part in the tradition and sport that is curling in Alberta.

The logo has also been incorporated into the crests that those who qualify for a provincial will wear. This replaces the old SACA, NACA, and PCA crests and feedback from those who have received them has very positive! Is your team registered to compete to wear this inaugural crest?





## CURLING ALBERTA ANNOUNCES PARTNERSHIP WITH CURLERS CORNER

Curling Alberta is excited to announce its new partnership with Curlers Corner. Deemed as the 'One Stop Curling Shop', Curlers Corner will be the title sponsor of the Curling Alberta Junior Provincial Qualifiers, its Bantam Districts, and Bantam Championship.

This family owned and operated store is located in the Calgary Curling Club, and is pleased to share that they are celebrating 25 years of operation this year. From the minute the doors opened back in 1993, owner Bernice Merrick was eager to get involved by supporting various bonspiels and leagues. As a proud sponsor of a number of events, Curlers Corner is dedicated to giving back to the community and encouraging curlers. "In order to grow the sport, there has to be a focus on junior curlers. They're the future of curling and our future champions," Bernice says.

During their time in the business, Curlers Corner has seen a lot of juniors grow up to become Provincial and National Champions, even Olympic Champions, and being a sponsor of Curling Alberta gives them another opportunity to help

juniors reach their dreams. "Giving back isn't a chore for us," Bernice says with sincerity, "We're just doing what we can to help."

Although Curlers Corner has a soft spot for junior curlers, their support extends to all levels of curlers and other worthy charities and causes. Curlers Corner is also the title sponsor of the Curlers Corner Junior Curling Classic and the Curlers Corner Autumn Gold Curling Classic at the Calgary Curling Club. "The people that benefit from our support become like an extended family, and that's why we do what we do," she says on behalf of her team, "The loyalty of our customers allows us to be very generous and we couldn't be more grateful."

Jill Richard, Curling Alberta's Executive Director, says, "We're thrilled to have the Curlers Corner brand alongside ours. Everyone at the store is very humble, but their generosity really is an inspiration. I encourage our players and coaches to visit Curlers Corner in Calgary, not only to see what's new on the shelves, but just to say hi and thank you for all the years of support."

## UPCOMING REGISTRATION DEADLINES

Get registered before the busy holiday season!

**Seniors:** December 26th, 2018 at noon

**Masters:** January 9th, 2019 at noon

**U18:** January 9th, 2019 at noon

**U15 Bantam Southern:** January 23rd, 2019 at noon

**Mixed:** February 13th, 2019 at noon

**Wheelchair:** January 16th, 2019 at noon

Curling Club Championships (formerly Travelers) - Information & registration is being sent to Curling Alberta member clubs

Visit our [website](#) for more information on the Provincial Qualifiers and Championships including host locations, or [click here](#) to register now!

## PREGAME PRACTICE AT PROVINCIAL QUALIFIERS

Now that we have a few Provincial Qualifiers completed, we thought it would be helpful to review the pregame practice procedures at these events.

All team practice sessions are nine minutes with a limit of delivering 16 stones, eight up and back, each stone delivered twice only. There are no restrictions on which player delivers the stones.

The umpire will announce start of practice, when there is one minute remaining, the end of practice, and when to deliver your last stone draw (LSD) when the event utilizes LSD for hammer. Events with full timing will display a one minute clock for the delivery, and non-timed events have no timing penalty.

At Provincial Qualifiers, teams will measure their own LSDs and the decision is between the competing teams. At Provincial Championships, the umpires

will measure and record the LSDs as there is a 'per player' requirement and total LSDs may be utilized in team ranking.

As always, if you have any questions regarding the rules of curling, please be encouraged to send me an email at [brenda.rogers@curlingalberta.ca](mailto:brenda.rogers@curlingalberta.ca).

Submitted by Brenda Rogers  
Curling Alberta's Officials Coordinator



## GET EXCITED FOR 2019 JIFFY LUBE ALBERTA SCOTTIES TOURNAMENT OF HEARTS

The Stettler Curling Club is the proud host of the 2019 Jiffy Lube Alberta Scotties Tournament of Hearts to be held at the Stettler Recreation Centre from January 22-27, 2019. The entire community is excited to welcome these world-class curlers and be part of a sporting spectacle that will put Stettler onto the national stage with SportsNet coverage, says Steve Gerlitz, president of the Stettler Curling Club. “You get to be part of the biggest community event in a very long time,” he notes.

Over the past 2.5 years, many hours of hard work from various committees of volunteers have been put in to prepare for these Provincial Championships. We are delighted with how everything is turning out and we know that you will be impressed. Crediting the creative minds coming together on the organizing committee, Gerlitz says fans and curlers

will be amazed with what’s planned. In addition to quality entertainment throughout the event, “the opening ceremonies are going to be very, very good,” Gerlitz hints.

The last time Stettler hosted a Provincial Curling Championship of this calibre was the 2001 Safeway Select Provincial Men’s Championships. That event changed Provincial Curling forever as it was the first Provincial Championship to be held in an arena setting in a small rural Alberta Community. Something we has a community are very proud of. The 2019 Jiffy Lube Alberta Scotties promises to be the best ladies provincial championship ever, and a showcase of the best ladies curling in the Province, Canada and the World.

The Welcome Banquet, Tuesday, Jan. 22 at the Stettler Community Hall, is new for

the Scotties, but something organizers felt would help share the excitement. “We felt really strongly that the community had to be involved, Gerlitz says, pointing to the town’s 50 junior curlers, who are excited to meet some of the best of the best. “This is our chance to showcase these world-class athletes.”

A school program will be a very important part of the 2019 Jiffy Lube Alberta Scotties. During the morning and afternoon draws on Wednesday, Thursday and Friday, approx. 800 students from schools within the Town of Stettler and the County of Stettler will be participating in the Rocks to Rings Program at the Stettler Recreation Centre.

A big thank you to Stettler Dodge, Aspen Ford and Stettler GM. Each team will have the use of a six-passenger SUV and driver. The vehicles will be parking in special parking area in front of the Stettler Recreation Centre. Each vehicle will be identified with a special team sign.

Ticket sales for the Jan. 22 to 27 Jiffy Lube Alberta Scotties have been fantastic. Gold, silver, and bronze Stettler Curling Club Lounge and full event passes are SOLD OUT. A limited number of single-day tickets will be available at the door. Follow all the 2019 Jiffy Lube Alberta Scotties news at [2019jiffylubealbertascotties.com](http://2019jiffylubealbertascotties.com)

We can’t wait to see you there!



## COACHES! HERE’S A QUICK AND CONVENIENT WAY TO GET YOUR CRIMINAL RECORD CHECK DONE

In the U18 and Junior categories, a coach is mandatory and is considered a team member. In effort to provide a safe sporting environment, Curling Alberta requires a criminal record check for each coach in these categories. If you are a

coach looking to get your check done or updated, Curling Alberta has partnered with MyBackCheck.com to make the process easy and fast. There are no trips to the police station and most results returned within eight hours.

This is also your friendly reminder that criminal record checks expire with our organization after three years. For example, if your check was completed

prior to Sept 2016, you are required to submit a new one for this curling season (2018-19).

Please visit [www.mybackcheck.com](http://www.mybackcheck.com) to complete your check or contact Shanelle Goudreau at our office (shanelle.goudreau@curlingalberta.ca) and she can send you the instructions to get everything done online.

## CRESTING POLICY AMENDMENT

For the 2018-19 season only, the following clauses will be removed from Curling Alberta's Cresting Policy (which pertains to Provincial Championships only):

*Manufacturer labels shall not be marked conspicuously, nor shall they appear more than twice per item of clothing. Identification on clothing, hats, and gloves is deemed marked conspicuously if the label is greater than 12 cm<sup>2</sup> (4.7 in<sup>2</sup>). Equipment identification that is greater than 10% of the surface area is deemed marked conspicuously.*

For clarity, with respect to manufacturer labels, the policy now reads:

*Manufacturer logos are not permitted on the chest area; the only acceptable areas for manufacturer logos within the exclusivity zone are on the nape of the neck, collar, or shoulder.*

This change was made in response to the number of teams who submitted feedback to Curling Alberta, noting that they had already ordered their uniforms for the season when the updated policy was published. In order to be compliant, teams would be forced to cover or patch several manufacturer logos, lending to a less professional look overall. We apologize that the policy was delayed in its original publication over the off-season, and realize that some teams have already taken measures to comply with the policy as posted. We appreciate your understanding and patience as we navigate this inaugural season, and offer our sincere apologies for any inconvenience this change may have caused.

### 2019 ALBERTA MASTERS GAMES

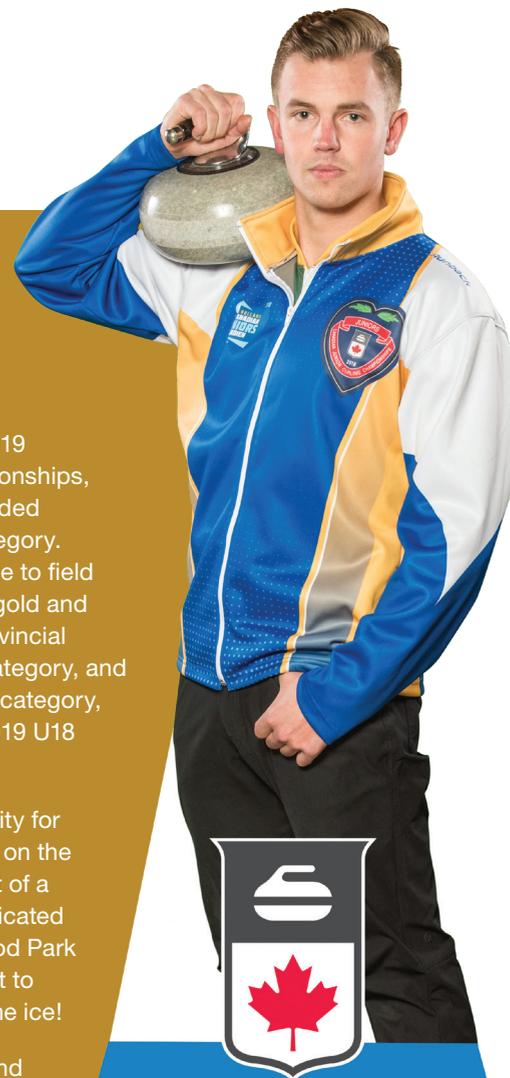
Interested in entering a team to compete in the 2019 Alberta Masters Games? Visit their website for more information about the event and how to register this spring! <https://albertasport.ca/alberta-games/alberta-masters-games/>

## CANADIAN U18 CHAMPIONSHIPS BERTH ANNOUNCEMENT

As the host province of the 2019 Canadian U18 Curling Championships, Curling Alberta has been awarded an extra berth in the boys' category. Nunavut is unfortunately unable to field a boys' team and so both the gold and silver medalists of the U18 Provincial Championships in the boys' category, and the gold medalists in the girls' category, will represent Alberta at the 2019 U18 Canadian Championships.

This is a tremendous opportunity for our young athletes to compete on the national stage with the support of a hometown crowd, and the dedicated group of volunteers in Sherwood Park will undoubtedly take this event to new heights, both on and off the ice!

For information on volunteer and sponsor opportunities (both large and small) at the 2019 Canadian U18 Championships, please [click here](#) or contact Heather Nedohin, General Manager of the Sherwood Park Curling Club at [manager@sherwoodparkcurling.com](mailto:manager@sherwoodparkcurling.com).



**CHAMPIONNATS U-18  
U18 CHAMPIONSHIPS**

**SHERWOOD PARK, AB**

**APRIL 2 - 7, 2019**

GLEN ALLAN  
RECREATION COMPLEX



**CURLING  
ALBERTA**



## UPCOMING COURSES

Course	Date	Location
Ice Technician Level 2	March 29-31, 2019	Gibbons Curling Club
Club Coach	January 12-13, 2019	Strathmore Curling Club
Club Coach	January 12-13, 2019	Pollockville Curling Club
Umpire Level 1	January 5, 2019	Stettler Curling Club
Umpire Level 2	January 19, 2019	Lethbridge Curling Club

[Click here](#) for more information.

## MEET THE STAFF

In case you're not already familiar with the staff at Curling Alberta, we'd like to introduce ourselves and shed some light on what our roles are. As a team, our collective goal is to bring the mission of the organization, to inspire the curlers of today and tomorrow, to life each and each day. We recognize that even the small things we do and the manner in which we operate can make all the difference. We aim to be supportive, available, and helpful to our members while always behaving professionally and ethically. Even through this season of transition and learning, we're renewing our commitment to excellence in your service.

### **JILL RICHARD** Executive Director

Jill brings an exceptional background in leadership, program and fund development, and a proven ability to build operational functions, and a clear passion for sport to the Curling Alberta team and holds a Bachelor of Physical Education from the University of Alberta, specializing in Coaching Studies. In her role as Executive Director, she works closely with the Board of Directors to develop the organization's strategic plan, directs its day-to-day operations, and leads its staff. Jill spends most of her working time at Curling Alberta's head office in Edmonton, but regularly works from the other satellite offices as well. Contact Jill at 780-903-9554 or [jill.richard@curlingalberta.ca](mailto:jill.richard@curlingalberta.ca).

### **KERSTEN MORRIS** Admin & Communications Coordinator

Kersten brings valuable experience and perspective as a previous Alberta Curling Federation team member. Her main responsibilities, however, have shifted somewhat to focus on Curling Alberta's communications, community image, and website management. Kersten also leads the coordination of many administrative functions, a critical role as the newly amalgamated organization develops new procedures. Reach out to Kersten at 780-644-4778 or [kersten.morris@curlingalberta.ca](mailto:kersten.morris@curlingalberta.ca).

### **VICKI BAIRD** Competitions Coordinator, Northern Alberta

A previous staff member of NACA and a passionate curler, Vicki is your go-to person for all things related to competitions in the northern part of our province. Vicki works with host clubs and committees to ensure that Curling Alberta sanctions only premium events. She also acts as a liaison to assist communication and cooperation between Curling Alberta and its members and partners. Contact Vicki by calling 780-440-4270 or emailing [vicki.baird@curlingalberta.ca](mailto:vicki.baird@curlingalberta.ca).

### **BRITNEY ANDERSEN** Competitions Coordinator, Southern Alberta

In a complimentary role to Vicki's, Britney assists host clubs and committees in planning and coordinating all aspects of Curling Alberta sanctioned events in southern Alberta. Britney is based in our Calgary satellite office (located in the Calgary Curling Club) and is also responsible for communicating and fostering relationships with Curling Alberta's members and partners. If you have any questions regarding competitions, contact Britney at 403-246-9300 or [britney.andersen@curlingalberta.ca](mailto:britney.andersen@curlingalberta.ca).

### **SHANELLE GOUDREAU** Technical Coordinator

If you are interested in learning more about coaching certification, officiating, or how to become a trained ice technician, Shanelle is the person for you. Shanelle also assists with rankings and database management, Excel Program support, the Alberta Rocks Camps, coach screening and the Respect in Sport program. Get in touch with Shanelle at 780-440-4270 or [shanelle.goudreau@curlingalberta.ca](mailto:shanelle.goudreau@curlingalberta.ca) if you have any questions.

### **ROB KREPPS** Excel Program Director

As one of the country's most respected and admired coaches, Rob is leading Curling Alberta's newly designed Excel Program which aims to ensure that Alberta remains at the top of the curling world by systematically developing our next generation of elite athletes and coaches. This season, the program is being delivered in three areas across the province and utilizes a team of sport science experts and world-class Regional Coaches. Rob also serves as Curling Alberta's Sport Coordinator for the Canada Winter Games, Arctic Winter Games, Alberta Winter Games, and the Western Canada Winter Games. You can contact Rob by email at [rob.krepps@curlingalberta.ca](mailto:rob.krepps@curlingalberta.ca).

## ANNUAL CLUB SURVEY- DEADLINE EXTENDED

They say that December is the busiest time of the year, and we know that many of our member clubs have the annual club survey on their to-do list but haven't had a chance to get to it. If this applies to you, no worries- we've extended the deadline to January 11th so you can enjoy the holidays with one less thing to stress you out. If you've lost track of the link to complete it, here it is again: <https://www.surveymonkey.com/r/GVWKY36>.

Curling Alberta's Advocacy Committee would like to thank all the clubs who have already submitted their responses. Your time and feedback is important to us! We'll be running several workshops in the spring based on the survey results so please watch for those announcements. (Yet another reason to follow us on social media!) Please reach out to [advocacycommittee@curlingalberta.ca](mailto:advocacycommittee@curlingalberta.ca) should you have any questions.



## BENEFITS OF CURLING OVER 50 BOTH COMPETITIVELY AND RECREATIONALLY

Lately, there is a major push to focus on the younger demographic and how to bring them into clubs and retain them as long-term members. Subject of a future article, there are tactics that can be used to bring them into your center and keep them there, this article however, is focused those on the other end of the age spectrum.

Being a strong curling province, Alberta has always had great teams represent us in the Senior and Masters division. There are three qualifying events around Alberta, where winners will earn berths into the Provincial Championships. With the winners of these championships will represent Alberta on the national stage. Competing to get into provincials, and then battling it out to be crowned the Provincial Champion is a challenging endeavour, but one that is truly rewarding, regardless of where your team placed.

I recently had the pleasure of sitting down with Bill Paterson, who is willing to share that he has already registered to play in the Master Men's qualifiers and is hoping to earn a berth to provincials in February. While discussing his experience, he had quite a bit to share. "I have played in both Senior Men and Masters Men's playdowns. We qualified once for the Provincial Championships in the Masters in 2014, I played third position, and we placed third that year," Bill explains with a smile, "It was very exciting for me and for my family to achieve that level."

When talking about the provincial event specifically, you can tell it is an experience he holds in high esteem. "The provincial event is special. It's very formal, similar to the men's competition. You get piped onto the ice, you must comply with team clothing regulations, practice time is monitored, draws to the button measured before each game to determine rankings if there is a tie," Bill describes, "Officials are serious, and the rules are enforced. The players are very serious. They want to win and represent Alberta at the Canadian Championships.

Members of their home clubs follow their progress and celebrate their success."

Even qualifying for the Provincial Championship is no easy feat, Bill explains, "Getting to the provincial championships is very difficult. The level of play is very high. You must put together a good team. The qualifying events really get you thinking about the seriousness of the competition. Camaraderie is certainly there, but so is the intent of every other



team to beat you and make it to the provincials. It is a terrific community of curlers to be a part of."

Bill also adds that you'll never know who you may see or play in the Seniors or Master events. "Many of the competitors competed in their younger years in big cash spiels, or in the Men's or Women's Provincial and Canadian Championships, such as Ed Lukowich, Paul Gowsell, Cathy King, or Diane Foster," he says, "I have seen or played against some of them. It was a real thrill to meet them and then play well against them."

Bill also comments about curling at the more recreational level. "Playing in a regular club men's league is pretty enjoyable too. I love to play against younger players and show them that even if I don't have the stamina or the flexibility

that they have, I can still make shots and give them a competitive game. In the clubs where I play, the senior leagues are important financial contributors, as they use ice time during the day which might otherwise sit empty," he explains.

Continuing on the recreation side, according to a study presented at the national curling congress (NCC) in the end of September 2018, for the first time ever, there are more Canadians over the age of 65 than under the age of 15. Take a moment to think about that. A lot of attention and focus is driven to the junior and younger ages for curlers, and rightfully so, but this age group near the top should still be an integral part of your center's target demographic. A sport like curling is a sport for life, with any age and ability having the potential to play and learn.

Also presented at the NCC was that the 'boomer' generation sees curling as social. This is important when looking at leagues and trying to see how to keep or maintain or boost numbers. Embrace the social aspects of curling, find out what they need to feel this, and work to bringing it together for them.

Alternatives like stick curling or 'sturling' leagues, are allowing those whose knees and other body parts which have "had enough" to continue to play. The problem is, and I've heard this over and over, comments like, "If I need to throw with one of those stick things, I'd rather not be curling". But hopefully with time, people will recognize the many benefits of getting out and onto the ice far outweigh any inconvenience in making a change to their delivery style.

Reality is... whether you slide or throw with a stick, your skip will have the broom in the wrong place anyway.

See you on the ice for many, many years to come!

Submitted by Curtis Fairhurst  
President of Curling Alberta



## CURLING ALBERTA HOSTS TOWN HALL MEETING TO DISCUSS BIDDING & HOSTING

Curling Alberta invited all member clubs to participate in its first town hall meeting on December 12th to discuss all things hosting. The purpose of the meeting, graciously hosted by the Huntington Hills Curling Club, was to simply to open a two-way dialogue on the topic of hosting qualifying and championship events, to gather feedback in an informal setting, and to encourage clubs to bid for provincial championships. The discussion touched on a number of topics but revolved mainly around what has worked well in the past, what the major challenges have been in the past.

“The group was eager to offer some candid and honest feedback, as well as their suggestions for improvement, and it’s all welcome,” says Jill Richard, Executive Director of Curling Alberta. “While collectively we still face some

real challenges, I think everyone was energized at the prospect of collaborating to make some changes that will benefit everyone involved.”

“It was tremendously valuable to have the facetime with Curling Alberta and the other clubs, who we see as partners in growing our sport,” expresses Barb Dickson, Manager of the Huntington Hills Curling Club, “We asked questions, put the issues on the table, and threw out ideas to help solve them. I encourage all clubs to participate in the future so we can hear everyone’s perspective, and support each other to find solutions.”

“We look forward to providing more opportunities for clubs to network, share best practices, and to discuss common problems. The strength and unity of our clubs, and our partnership with them, is critical to boosting the overall health and growth of our sport,” Richard explains, “Our clubs are boots on the ground, and I hope that in time our renewed focus to better support them will also trickle down to the individual players.”

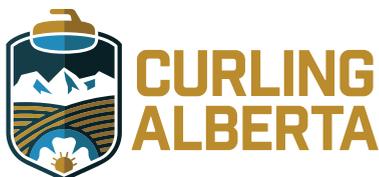
If you are a club manager or if you serve as a volunteer on the Board of your community curling centre, and you would like to explore bidding to host a qualifying or championship event, or if you’d simply like to share your thoughts with Curling Alberta, please contact Jill Richard (jill.richard@curlingalberta.ca). We know that bidding for an event can seem daunting, but we’re here to help!

Please check out our [website](#) to take a look at the Provincial Championships Bid Package or contact our office to discuss other hosting opportunities.

### CURLING DAY IN CANADA

On Saturday, February 23rd, 2019, join curlers, clubs and fans across the nation in the celebration of curling in Canada! There are lots of ways you can get involved, click here to access more information about how, including a flyer that you can print, post and share with your friends. [www.curlingdayincanada.ca](http://www.curlingdayincanada.ca)

## THANK YOU TO ALL OUR SPONSORS



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