

**Wisconsin State Curling Association
Board of Directors Meeting**

Date: October 2nd, 2010

Place: USCA office
5525 Clemm's Way, Stevens Point, WI

DIRECTOR'S MEETING

Called to order at 9:29 AM by President Dave Carlson.

ROLL CALL

The following clubs were present; Appleton, Arlington, Blackhawk, Centerville, Clintonville, Green Bay, Kettle Moraine, Madison, Milwaukee, Poynette, Racine, Rice Lake, Stevens Point, Tri-City, Waupaca, Wausau, Wauwatosa, and Waukesha. Not represented were the following clubs; Alpine, Clintonville, Loch Wissota, Lodi, Marshfield, Medford, Pardeeville, and Portage. A quorum was achieved.

APPROVAL OF MINUTES

Rich Lepping motioned for approval of minutes. Dan Lilla second.

TREASURER'S REPORT

Greg Dunlop reporting.

*Account down @\$6,000 - \$7,000.00 over last couple years.

*Patches will be redesigned for savings of @75%

*Club hosting payments to increase from \$200 to \$250.00 per day - payments should not be expected until Spring due to USCA payment lag

*Team reimbursements removed

BONSPIEL POSTER

Jeremy Roe requests clubs to check poster for accuracy by Monday 10/4. Will go to print and then distribution. Copies provide upon request.

GUEST SPEAKER

Bev Schroeder, USCA Member Services Coordinator and Director of Communications

*hired in 9/01 to promote curling local, national, and international

*curling now in 37 states, @15,000 curlers at 159 clubs in US

*Wisconsin still first with 3,602 members and Minnesota second at 3,401 - 2009-10 numbers

*Mountain Pacific area is fastest growing - Arena curling on the rise

- *Areas underneath - VP Member Services - Jerome Larson Arena Curling - Janet Farr Club & Membership Development - Nick Kitinski College Curling - Gordon Mc Clean College Curling Tournament - Rick Larko/Robert Richardson Training & Instruction - Sandra Mc Makin Youth Curling - Dave Jensen - Bev also involved with Rules & Officiating and Championships as a service to member clubs
- *Olympics - @235 "How to Packet" to clubs - exposure to @40 - 50,000 visitors - Spring curling leagues created - 17 new clubs 10% increase - no numbers on curler increase until year-end rosters
- *New Wisconsin club - Hayward(Thanks to Rice Lake) - 2 sets of rocks
- *Dialog with Superior - LaCrosse at Green Island Ice Arena gauging interest with open house 10/11-13 and Mini Spiel 10/17 - Robert Richardson contact
- *Using compete-At for on-line registration - available to clubs upon request - Dawn contact
- *New Logo for USA Curl - Brochures available - Qty based on members reported
- *Regional coordinator for Training & Instruction, Kellie Krake has moved - looking for replacement - development of programs for deaf, blind and Special Olympics in process along with refresher for certified instructors - Level I & II course materials available on website - course fee \$15.00
- *Club Membership & Development - 2 PSA & "My First Time" videos available - Columbus CC promotes all 3 on their website - Contact with Facebook, Twitter, YouTube, Curling News, website, Between ends, Media Guide/Directory, Stone Soup - Regional Mini Conference & Skills Camp, Bismarck, Denver, Vacaville, CA, Dallas & Rochester - Developing Arena Ice Making Video - Icemakers cert program - John Williamson, Officiating courses, new photo library
- *Reminder that all of your practical experience and submission of paperwork for any courses or programs are the attendees responsibility.
- *Youth/Junior Curling - camps Green Bay, Rice Lake, St. Paul, Bismarck - different skill levels, instructors, coaches - Junior Merit Program - 5 skill levels -written (pass80%) & on ice skills (pass 100%) - 2012 Youth Olympics - Mixed teams - doubles
- *Opportunities to host various Championships - add revenue and increase exposure - Media-Marketing partnership Model - training by USA Curl personnel
- *On-line Database - updating membership information - generation of reports - password protection
- *Liability Insurance - clubs - accident/health coverage - contact Dawn
- *8 enders patches
- *WCF Stone Loan Program - 40 sets in 2006 - 28 sets available - 5 year repayment to USA Curl - \$6,960.00 per 16 stones
- *M/W Club Nationals - 2005 Chicago - Mixed Doubles 2008 Bemidji
- *USA Curling supports the sport of curling on the state, regional, national & world level. Within the media system that we have, we are building interest to help grow the sport at your club and through the United States. We provide informational materials and tools to help you and your clubs attract and maintain members. USA Curling's affiliation with the WCF, USOC, and other curling bodies such as CCA keeps us current with the latest development in techniques and tools to benefit clubs and club members.

USCA DIRECTORS REPORTS

Mark Swandby - Championships - Member Services - Marketing & Operations - Elite

*all USCA Championship sites set - website - 12/15 cutoff - WCF rule change - time outs, no coaches interaction - clocks running - Paige Playoff Change - dropped 2 year club membership - US citizen to Worlds

*****PLEASE CHECK ALL AREAS OF ANY CHAMPIONSHIP OF INTEREST FOR CHANGES, RULES, REQUIREMENTS, QUALIFACATIONS, ETC - DO NOT RELY ON THE ENCLOSED INFORMATION FOR ACCURACY*****

*High Performance Plan - USOC to USCA funding not approved - questions to Rick Patzke

*USCA Scot Tour - website - deadline 12/31/10 - Andy Anderson - (team chosen as of 02/23/11)

*People Honored - Howard Restall - Coach of the Year - Ed Sheffield - Developmental Coach of the Year - Paul Pustovar Team - Senior Worlds Champion - Lynita Delaney - Wisconsin USCA Director

*New Rules on website as of June 2010

*WCF & CCA agreement on marketing

Kellie Krate - working on Worlds - no Brazilian Challenge - changes to nationals - 2 more ranked Men's & Women's teams bye to nationals based on Order of Merit - At qualifiers number of teams qualifying to Nationals based on strength of field - world & national experience

*Dave Carlson - VP Operations. Marketing - the degree of influence of the AAC in the USCA is a minimum of 20% representation - people at USCA are working with a limited staff - it is a working board - difficult to delineate lines of authority - Revenue Development/Corporate Sponsorship projected at \$25K - Ram Restaurant Corporation and Mercury Communication added - projects of Social Media, Honorary Team Captain at Olympics - generated increase of \$14K - Pin donation program down \$8K - New Logos Dare to Curl & Welcome to Our House - committee chaired by Sean Silver Chicago for Endowment Creation -

*Executive Committee will meet in Wauwatosa - agenda 501C3 status - e-mail lists - website/e-mail/news/resources - championship reimbursements and elimination of team reimbursement

*Recreation of curling focus Group - Lynita Delaney - Bill Willberg - Mark Hartman

*Swandby for Maskel - no major rules changes

*Mark Hartman - thanks to Doris/Terry Koelsar

*Rich Lepping - State Juniors - Madison 12/26 - 30th - M/W - Mark Swandby contact - M/W Club Nationals - Tri-City/St. Point 1/20 - 23rd - John Niedhold contact - Mixed State - Blackhawk - 2/12 - 13th - Mark Olson contact

Old Business - none

New Business - Dave Russell, Jeremy Roe, Mark Swandby-chair - Lynita Delaney

Jim O'Neill accept nominations - Dan Lila second

Jim O'Neill close ballots - Mike Dry second

Greg Dunlop cast unanimous ballot - John Williamson second

Spring Meeting a week or two after USCA - Poynette 5/14 9:30 am

Greg Dunlop adjourn meeting - meeting adjourned