United States Curling Association
2014/15 Annual Report

- 307 US Teams in 9 National Events
- 8 of 9 Teams placing Top-5 in World Championships
- Over 1,000 kids introduced to curling in the gym
- 40+ Sport Education Courses
- Over 27,000 Facebook 'likes'
- 16,228 subscriptions to Curling News
- 120,000+ digital media recipients
- 20,384 Members Strong
- 122/167 Member Clubs Reporting Growth
- $82,000 in Grant Funds for Member Development Programs

Financials

2014/15 Total Income: $2,147,558.02

- Competitive Programs - $1,008,368.76
- Growth and Development - $734,952.41
- Fundraising - $111,637.47
- Management and Operations - $214,552.46

2014/15 Total Expense: $2,069,511.10

- Dues - $550,464
- USOC HP Funding - $721,595.61
- Other USOC Funding - $175,617.41
- USOC Licensing and Fundraising - $141,329.85
- Grants - $119,775
- Sponsorships - $155,512.91
- Entry Fees - $118,697.72
- Donations to Programs - $29,317.29
- Program Income - $98,513.34
- Other - $36,752.89

Communications

- 14 New Twitter followers everyday
- Over 1,000 kids introduced to curling in the gym
- 40+ Sport Education Courses
- Over 27,000 Facebook 'likes'
- 16,228 subscriptions to Curling News
- 120,000+ digital media recipients

Membership

- 20,384 Members Strong
- 122/167 Member Clubs Reporting Growth
- $82,000 in Grant Funds for Member Development Programs

Competition & Results

- 8 of 9 Teams placing Top-5 in World Championships
- Over 1,000 kids introduced to curling in the gym
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1st
First ever Members’ Assembly

Over 27,000 Facebook ‘likes’

8 of 9 Teams placing Top-5 in World Championships

307 US Teams in 9 National Events

GOLD for Senior Men
BRONZE for Senior Women
Dear Curlers,

I am pleased to provide this year’s annual report to you. The 2014-15 year was one of great growth for the sport of curling in the United States. Curling has been growing immensely across the nation since the 2002 Olympic Winter Games in Salt Lake City – and the 2014-15 season was no exception. In fact, this year was the first time in which our membership surpassed the 20,000 mark! Some of the biggest growth has occurred in local ice arenas, and I suspect arena curling will continue to be our growth vehicle for years to come.

This year was also a year of other firsts. In December 2014, in partnership with NBC Sports, the U.S. Olympic Committee and the World Curling Federation, we produced the first season of “Curling Night in America,” which aired on NBCSN. With a modest $10,000 investment on our part for a $750,000 project, we reached more than 700,000 viewers! That same year we also hosted our first USA Curling Members’ Assembly in Denver. In addition to the business of curling, attendees participated in workshops throughout the three-day event. I encourage all members and clubs to participate in future assemblies.

On the financial side, we began the year budgeting for a deficit due to some considerable one-time expenses, including a national CEO search. By year’s end, however, through diligent staff oversight and management of the USCA’s resources, the positive end result was a surplus instead.

The 2014-15 season ended with many ups and downs for our athletes. Our senior athletes continued their dominance, with the men winning gold and the women earning bronze at the World Senior Championships. Eight out of the nine teams that competed at the World Championships placed fifth or higher. In addition, the High Performance Program’s athletes achieved five of seven milestones set by the U.S. Olympic Committee.

Ultimately, I am very proud of the progress we have all made and am excited to see where our continued hard work will take us!

Good curling,

Rich Lepping, Chairman, United States Curling Association (USCA) Board of Directors
Dear Curling Devotees,

As you'll see in reading Chairman Rich Lepping's letter, and throughout this report, “growth” is the byword that characterizes the 2014-15 season, and at all levels. In the past year, USA Curling membership surpassed 20,000 for the first time, the World Curling Federation launched a new World Mixed Championship, and the International Olympic Committee accepted mixed doubles as a new Olympic discipline for 2018.

Perhaps one of the greatest membership growth stories of the year was the opening of the new Denver Curling Club in October. For 18 years after losing its dedicated ice in 1995, this club clung to existence through grit and determination of a core group of curlers who envisioned a revival someday. That vision grew wings after local interest surged during the 2006 Olympics, fueled by the extensive TV coverage by NBC, and began to soar with the highly successful staging of the 2010 U.S. Olympic Team Trials for curling in the Denver area. By the end of their first season in a beautiful new, four-sheet facility, the Denver curlers were already facing a waiting list and higher demand for private curling events than they could manage to meet.

Denver was also the site of the inaugural Members’ Assembly, designed to bring together USA Curling members for learning, training, information sharing and networking for the common good of all and the growth and development of the sport nationwide.

NBC’s partnership with curling is stronger than ever, which led directly to the inaugural “Curling Night in America” series on NBC Sports Network. This certainly bodes well for the sport, with NBC holding the U.S. Olympic broadcasting rights through 2032.

The USA Curling High Performance Program turned a corner by selecting individual athletes for the first time ever, and reinforced the commitment to instilling a culture of excellence and attitude of winning from top to bottom. The new selection process included an athlete combine that underscored the skills, mental and physical attributes and commitment that are necessary for success on the international stage today.

In a fitting cap to the season, the Lyle Sieg team from the Seattle Granite Curling Club finished a barnstorming year that included winning the U.S. Senior Nationals, the U.S. Club Nationals, and finally the World Senior Championships. They posted a 25-3 record in those three events alone, their only losses coming in the club championships.

Not a single thing noted above and covered in more detail in this report could be accomplished without YOU, whether you are a once-a-week curler, diehard volunteer, ice maker, official, athlete, coach, instructor, organizational leader, donor, sponsor, or partner in the media, U.S. Olympic Committee, World Curling Federation, or other supporting organization.

Curling in the United States is like an aspen grove, interconnected by the roots and ultimately succeeding only through a unified effort. Those of us supporting the effort at USA Curling are honored to serve in partnership with you, and as always, welcome your insights and input.

Good curling,

Rick Patzke, Chief Executive Officer, USA Curling
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USA Curling
Membership
Membership

- Membership in the U.S. Curling Association reached an all-time high of more than 20,000! A total of 20,384 members were reported from 167 clubs, including five new clubs and four returning clubs. Membership increased in 122 clubs. Provisional membership status was granted to three additional organizations prior to the close of the fiscal year.

- Following implementation of a new membership database, an improved membership reporting process was implemented by USA Curling staff. In addition, a new membership application was developed to reflect the requirements of the organizational bylaws passed in April 2014. More information and the electronic application form can be found on the USA Curling website, http://www.teamusa.org/usa-curling/about-us/membership.

- Three dedicated ice facilities opened their doors: Charlotte Curling Association, four sheets; Denver Curling Club, four sheets; and Bucks County Curling Club, four sheets in an ice arena previously used for multiple sports. Additional clubs, including the Triangle Curling Club and Kalamazoo Curling Club, made process toward dedicated ice. Reported membership in previously existing clubs that opened a dedicated ice facility between 2011 and June 2014 increased by an average of 54.6% within a year after opening.

- New club development activity occurred in states throughout the nation including Connecticut, Colorado, Florida, Minnesota, Missouri, New Mexico, and South Dakota.
Member Services
Member Services

Programs and services offered to USA Curling members are detailed in the Member Benefits pamphlet, which can be found online at www.usacurl.org. Highlights from the 2014-15 season include the following:

- The inaugural Members’ Assembly was held in October 2014 in Denver, Colorado. The Assembly featured a mix of U.S. Curling Association business, seminars, on-ice training, social opportunities, and curling. More than 80 members of the USCA attended.

- The first WCF Business of Curling Symposium was held in the United States at the Evergreen Curling Club in June 2015. This program, which was met with rave reviews, was a collaboration between the World Curling Federation and USA Curling.

- Mary Fanette of the Norfolk Curling Club in Connecticut was honored as the Volunteer of the Year for 2014. Ms. Fannette was the driving force behind the rebuilding efforts of the facility, which had previously been destroyed by arson fire. More information about the 2014 Volunteer of the Year can be found in the Fall 2014 edition of the U.S. Curling News.

- A series of webinars was developed to provide members with the opportunity to learn more about the organization. Participants were encouraged to ask questions and share ideas.
Growth & Development
USA Curling Growth & Development initiatives focused on expanding the sport in the United States. During the 2014-15 season, examples of initiatives in this area included:

- A total of $20,000 in grant funds from the Darwin Curtis Fund Grant Program was awarded to six organizations to assist with the development of the sport on the local level. The Charlotte Curling Association, Coyotes Curling Club, Fort Wayne Curling Club, Homer Hockey Association, and Klamath Ice Sports invested in a range of projects, from youth outreach in local schools to increased wheelchair accessibility. This program was made possible by The Chicago Community Trust.

- The second annual College National Championship was held at the Rochester Curling Club in March 2015. This developmental event was the culmination of a season of college curling, which consisted of 80 registered events. This was nearly a 200% increase from the number of college events that took place two years earlier. Event results: University of Wisconsin-Stevens Point, first; University of Pennsylvania, second; Massachusetts Institute of Technology, third; Rochester Institute of Technology, fourth; and Boston University, fifth.

- USA Curling staff and members of various curling clubs participated in outreach events, including the inaugural Right to Play Annual Ice Classic charity event in New York City’s Wollman Rink in Central Park in March 2015. In addition to supporting valuable causes, participation in such events introduced the sport to a new audience.

Dollar amount received in grant funds for Member Development Programs

82,000
USA Curling also worked to grow the sport through providing various training opportunities and resources to enhance individual and team performance, club recruiting and retention efforts, ice quality, and the championship experience. Sport Education programming efforts in 2014-15 included:

- More than 40 Sport Education classes in areas of instruction, officiating, and ice making were offered throughout the United States. A new Wheelchair Instructor Certification Course was developed and implemented as part of the USA Curling Sport Education lineup.

- The Aspiring Athlete Development Task Force created a plan for athlete development on both the club and national levels. The document titled, “USA Curling Development Planning Guide” will be used as the primary guide for the development of Sport Education programming in the coming years.

- USA Curling was awarded a $20,000 P&G/Team USA Youth Sports Fund Grant to develop the Curling in the Gym Program. The Curling in the Gym Program was designed to introduce elementary school children to the sport in schools and other community settings. More than 1,000 children participated in this program during the inaugural year.

- Three boys and three girls teams were chosen by the U18 Selection Panel to compete in the Optimist U18 International Curling Championships, which were held in Edmonton, Alberta. Boys teams represented Minnesota, New York and Washington. Girls teams were from Alaska, Maryland and Wisconsin. This developmental program provided participants with valuable international curling experience, as well as high-level training.
High Performance Program
In the summer of 2014 for the first time ever, USA Curling selected athletes to the High Performance Program (HPP) on an individual basis. Stage one was an open application process in May 2014, for which we received 155 applications. These applicants were short-listed using various objective criteria and 48 were invited to attend USA Curling’s inaugural four-day Athlete Combine at the National Training Center, Blaine, Minn., in July 2014. During these four days athletes were put through a number of tests to assess technical, tactical, physical and mental skills. The Athlete Combine data, plus other selection criteria, was used to select the six HPP teams (four adult, two junior) for season 2014-15.

The “new” USA Curling HPP is less than a year old, but we have seen some significant improvements in performance, commitment and fitness. Teams within the HPP in 2014-15 qualified for two out of the four World Championships, and also made considerable strides on the World Curling Tour (WCT).

**USOC Milestones Summary: Women**
- World Championships – Top six. Finished 10th; milestone not achieved
- Grand Slam Events – At least three wins, achieved three times by women’s HP teams; milestone achieved
- WCT Events – At least four wins, achieved five times by women’s HP teams; milestone achieved

**USOC Milestones Summary: Men**
- World Championships – Top eight. Finished fifth; milestone achieved
- Grand Slam Events – At least three wins, achieved once by men’s HP team; milestone achieved
- WCT Events – At least four wins, achieved five times by men’s HP teams; milestone achieved

**Combined**
- Order of Merit – Two teams in the Top 18, not achieved – Women’s teams at Nos. 23 and 24; men’s teams at Nos. 21, 24 and 25

**Overall Milestones** – Five achieved, two not achieved
Grassroots Competition
Grassroots Competition

During the 2014-15 season, 307 teams (4-5 players each) participated in nine national championship events, as well 14 athletes who competed in a national tryout to select Team USA for the World Wheelchair Championship. Nine teams represented USA at World Championship events, including the first World Mixed Championship held in Berne, Switzerland. Eight of the nine teams finished in fifth place or better, including the senior men, who brought home a gold medal, and the senior women, who took bronze.

Participation in USCA events continued to be strong overall, with a large increase in Mixed Doubles entries and an expectation for even more teams in that event during the 2016 championship season, due to the International Olympic Committee’s acceptance of mixed doubles as a new Olympic discipline for the 2018 Olympic Winter Games in PyeongChang. Along with the growth of the mixed doubles event, Arena Nationals has remained popular for the third season in row, filling all 16 men's and 16 women's team spots with more teams on a waiting list.
Grassroots Competition
Grassroots Competition

**Champions & Awards: 2014-15 season**

2015 U.S. Mixed Doubles National Championship, 24 teams
Hosted by the Eau Claire Curling Club, Eau Claire, WI
Champions: Korey Dropkin & Sarah Anderson

2015 U.S. Junior National Championships
Hosted by Lake Region Curling Club, Devils Lake, ND
Playdown team entries: 30 (men) & 25 (women)
Champions: Cory Christensen rink, Duluth, MN, & Ethan Meyers rink, St. Paul, MN

2015 U.S. Senior Men’s National Championship, 20 teams
Hosted by Curl Mesabi, Eveleth, MN
Champion: Lyle Sieg rink, Blaine, WA

2015 U.S. Senior Women’s National Championship, 8 teams
Hosted by Curl Mesabi, Eveleth, MN
Champion: Norma O’Leary rink, Duluth, MN

2015 U.S. National Championships
Hosted by Wings Stadium & Kalamazoo Curling Club, Kalamazoo, MI
Challenge Round teams: 18 (men) & 13 (women)
Champions: John Shuster rink, Duluth, MN, & Erika Brown rink, Madison, WI

2015 U.S. Mixed National Championship
Hosted by the Four Seasons Curling Club, Blaine, MN
Playdown team entries: 40
Champions: Brady Clark rink, Seattle, WA

2015 U.S. Club National Championships
Hosted by Fargo-Moorhead Curling Club, Fargo, ND
Playdown team entries: 74 (men) & 22 (women)
Champions: Lyle Sieg rink, Blaine, WA, & Nicole Reiser rink, Mandan, ND

2015 U.S. Wheelchair Team Selection Event, 14 athletes
Hosted by the Wausau Curling Club, Wausau, WI
Champions: Patrick McDonald, Steven Emt, James Joseph, Penny Greely, Meghan Lino

2015 U.S. Arena National Championships
Hosted by the Cedar Rapids Curling Club, Cedar Rapids, IA
Champions: Sarah Walsh rink, San Francisco, CA, & Jeff Knott rink, Dallas, TX

**Awards:**
Female Athlete of the Year: Sarah Anderson
Male Athlete of the Year: John Shuster
Team of the Year: The Lyle Sieg rink
Dear Members,

The fiscal year end for the USCA is June 30 each year. For the year ended June 30, 2015, our total income was $2,146,858. Of this total, $550,464 was from USCA membership dues. This, together with entry fees for championships, member programs, contributions from members, and sponsorships, covered the operations and services of the USCA to clubs and members.

A total of $987,521 was contributed by the United States Olympic Committee (USOC) for our Olympic and Paralympic High Performance Program, Olympic support, as well as USOC royalties, and dollars not tied solely to the High Performance Program. This is key support for competitive curling in the world curling arena.

Management and general expenses totaled 10% of our revenue and the balance of expenses were for programs and services to our clubs and the High Performance Program.

After expenses, the USCA had a surplus of $78,047, which is added to our net asset to now total $442,206. Based on the results and performance, the USCA is in a solid financial position.

At year end 2015, our cash position was $491,686, which is adequate to handle cash flow and requirements throughout the year as much of our income is seasonal.

The management and staff of the USCA operate efficiently and effectively to represent a significant strength for our organization.

Vic Huebner,
Treasurer
**High Performance Program funding:**
$721,595.61
- United States Olympic Committee (USOC) and Paralympic Grants
- United Airlines value-in-kind (VIK)

**Other USOC Grants & Support:**
$175,617.41
- Grants to support outreach to military veterans for wheelchair curling
- Broadcasting & production support
- International relations grants

**Grants:** $119,775
- World Curling Federation grants
- Growth & development grants

**Program income:** $98,513.34
- Club insurance program
- Sport education training
- Loan programs

**Other:** $36,752.89
- *U.S. Curling News* magazine income
- Advertising income

**Dues:** $550,464
- Dues paid by USCA members

**Sponsorships:** $155,512.91
- BroomsUp Curling Supplies
- RAM Restaurant & Brewpub
- Skills.com
- Nike
- Hilton Worldwide NGB Program
- Kodiak Technology (AtomOS)

**Championship Entry Fees:** $118,679.72
- Club Nationals
- Arena Nationals
- National Championships
- College National Championship
- Additional championship events
- State/region entry fees

**USOC Licensing & Fundraising:**
$141,329.85
- Charity events
- General contributions
- VIK programs
- USOC Digital Media Agreement

**Donations to Programs:** $29,317.29
- Support for teams
- Event donations
Financials

Spending: 2014-15

- Competitive Programs: $1,008,368.76
- Member Development: $734,952.41
- Management & Operations: $111,637.47
- Fundraising: $214,552.46
**Member Development: $734,952.41**
- High Performance camps
- Wheelchair outreach development & grants
- Senior and mixed world championship travel
- Members’ Assembly
- WCF Stone Loan Program
- Sport Education
- Club Insurance Program
- *U.S. Curling News* magazine
- College Curling Program
- National Championship support

**Competitive Programs: $1,008,368.76**
- World, junior, wheelchair curling coaches
- Sport and coach education
- Athlete camps
- Project 2018
- Paralympic Teams
- Outreach & development
- Championship events
- Medical support for teams
- Team apparel (Nike VIK)
- High Performance Program

**Management & Operations: $214,552.46**
- Staff salaries & benefits
- Employee development
- Audit/bank fees
- World Curling Federation annual dues & representative expense
- Central office expenses
- Website development

**Fundraising: $111,637.47**
- Donor management software
- Fundraising travel
- Annual Appeal materials/expense
- Charity events
Organizational Development
Organizational Development

**VISION:**
The United States Curling Association is committed to the sustained growth of the sport through competitive excellence.

**MISSION:**
The mission of the USCA will be to enable the United States athletes to achieve sustained competitive excellence in Olympic, Pan American or Paralympic competition and to promote and grow the sport of curling in the United States.

As the National Governing Body for the sport of curling, the USCA strives to grow the sport and to win medals in world championships and Olympic Games.

**VALUES:**
- USA Curling is inspired by the following ideals in all sport contexts. Our values guide our behaviors.
- Integrity through honesty and respect for fair play
- Teamwork through coordinated effort to utilize individual capabilities
- Tradition through respect for the history of the sport
- Relationships through sustained personal interactions and social engagements
- Spirit through embracing the village-like community aspect of curling

2014-15 STAFF MEMBERS
National office:
Jenny Biadasz, Administrative Assistant
Christy Hering, Development Associate
Terry Kolesar, Director of Communications
Kim Nawyn, Director of Growth & Development
Rick Patzke, Interim Chief Executive Officer
Sandy Robinson, Controller
Michelle Schleibaum, Director of Philanthropy

High Performance Program:
Derek Brown, Director of High Performance
John Benton, National Coach
Phill Drobnick, National Coach
Pete Fenson, National Coach
Wally Henry, National Coach
Ann Swisshelm, National Coach
Steve Brown, National Wheelchair Coach

Rusty Schieber, Assistant National Wheelchair Coach
Marc Deperno, National Wheelchair Outreach & Development Program Director

2014-15 BOARD OF DIRECTORS
Craig Brown, AAC
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Maureen Clark, AAC
David Flippo, Alaska
Dean Gemmell, AAC
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Scott Stevinson, MACA
Nick Wellen, Minnesota
Jared Zezel, AAC
Chairman of the Board: David Carlson
Secretary General of the Board: Rick Patzke
Secretary of the Board: Gordon Maclean
Treasurer of the Board: Vic Huebner
TV & Webstreaming
TV & Webstreaming

- The taping of the first season of “Curling Night in America” took place at the Four Seasons Curling Club in Blaine, Minn., featuring U.S. teams skipped by Heath McCormick and Nina Roth. The six episodes aired January-March 2015 on NBCSN with very positive ratings.

- USA Curling partnered with the 12th End Sports Network to provide more than 80 hours of coverage from the 2015 National Championships in Kalamazoo, Mich. In addition, four other major championship events are featured in a webstream that season. The World Curling Federation also broadcast live webstreams, featuring U.S. teams from three world championship events.

- Universal Sports Network presented more than 42 hours of exclusive multi-platform coverage of the 2015 World Curling Championships in Japan and Canada. In addition, matches from both the women’s and men’s events were streamed live at UniversalSports.com.

- Emerging Sports TV airs episodes on curling, which were taped during the 2015 Nationals in Kalamazoo.

- The fourth ESPN Monday Night Football Cheesehead Curling Classic took place at the Green Bay Curling Club (GBCC). Club and USCA staff members assisted in teaching the on-air talent and production team the sport. During the live broadcast the following Monday night, the on-air team spoke about the adventure and promoted the sport and GBCC.

- U.S. sports broadcasting giant ESPN acquired the U.S. rights to deliver the Canadian Curling Association’s Season of Champions events throughout the 2014-15 season for U.S. curling fans to enjoy.
Communications & Promotions
Communications & Promotions

- **Athlete appearances:** Several members of the 2014 U.S. Olympic Curling Team had opportunities to throw opening pitches at Major League Baseball games (Milwaukee Brewers, Chicago Cubs) as the sport continued to be popular post-Olympics.

- **Charity events:** American Savings Bank hosted the second annual Curling For Charity event at the Ice Palace in Honolulu. The event helped raise significant funds for Hope Lodge Hawai’i and USA Curling. Olympians Pete Fenson and Ann Swisshelm taught more than 100 fifth graders how to curl to kick the day off. In the evening, local Honolulu business leaders competed with teams during six hours of fun and camaraderie. Earlier in the day, Fenson and Swisshelm made an appearance on Hawaii Live and also took part in other media opportunities to promote the sport.

- **Social media:** Facebook and Twitter continue to be the top social media accounts for curling in the U.S. during the 2014-15 season, with each site growing daily in the number of fans reached.

- **Publications:** Beyond daily updates on USA Curling’s website at www.usacurl.org and on its social media platforms, curling fans also got to enjoy six editions of the *U.S. Curling News* magazine. Four editions were available in print with a supplemental digital edition, often with bonus pages of content not included in the print editions. Two digital-only editions also were produced in the summer months. The *U.S. Curling News* magazine app also featured all digital editions for fans to download to their mobile devices. Members also gained curling communication via the association’s bi-monthly Stone Soup e-newsletter. Around 500 copies of the annual Media Guide & Directory were produced and distributed to member clubs as well as key international curling contacts, member clubs and members of the media.
Sponsors & Partners

- Atomos
- RAM
- Brooms Up
- Nike
- Sitrin
- Skills.com
- Hilton HHonors
- United
- BalancePlus
Thank You

Throughout the years the USCA has experienced steady growth in membership, number of clubs and international successes. None of this would have been possible without each of you. We hope to have your continued support in the coming years as we all continue to grow together.

Good curling!