United States Curling Association
MEMBERSHIP 2014-15 SEASON

Resources

Connection

Opportunity

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

During the 2013-14 season, the organization introduced a revised Level I Instructor Certification Program, which is designed to train existing curlers how to safely and effectively teach the sport to members of the public; an initiative focused on preventing incidents of abuse and harassment within the sport; and a new user-friendly website platform. Efforts to increase public awareness about the sport included participation in NBC’s Gold Map program, which helped link clubs directly to viewers of the 2014 Olympic Winter Games; high-quality webcasting of National Championships; partnership with the USOC to bring the Road to Sochi, a traveling interactive winter games experience, to various curling events; and the return of Street Curling to the Super Bowl Village.

In the upcoming season, the organization will launch revised Level I Ice Technician and Level II Instructor Certification Courses. The Level II Instructor program will be accompanied by Skills Clinics for experienced curlers. A newly developed Wheelchair Instructor Certification Course will also be offered for the first time in the United States. The organization is in the midst of a transition to a new governance structure, which will provide member clubs with a greater voice in the future of the United States Curling Association. As part of this change effort, the USCA will host its first annual Members’ Assembly, which will include various classroom and on-ice educational sessions.

Feel free to contact the National Office at (888) CURLERS (287-5377) or through e-mail (info@usacurl.org) with questions on any of the programs discussed throughout this brochure.
As a component of its mission to grow the sport of curling, the USCA offers various programs directed toward strengthening member clubs and enhancing the member experience. In addition to the programs detailed in this section, efforts to increase resources available to clubs are ongoing.

Training Session for USCA Instructor Program Course Conductors (2013)
Certification and Training Courses: USA Curling offers continuing education programs geared toward increasing the level of curling knowledge throughout the country. These programs are taught by individuals with practical experience in the subject matter.

- **Coaching:** With pathways available for members who are interested in working with youth, junior, and/or adult athletes, this program is designed to increase the expertise of coaches at all levels. Training includes online and in-person components.

- **Ice Making:** *NEW!* Making good ice is both an art and a science. Ice making courses are designed to provide ice technicians with the basic technical and problem-solving skills needed to create the best possible ice conditions in their clubs. A revised Level I Ice Technician course is being introduced this season!

- **Instructing:** *NEW!* The instructor program helps train club members to teach others to curl and improve the skills of experienced curlers. An enhanced Level I certification course, which focuses on recruiting new curlers, debuted during the 2013-14 season. The redeveloped Level II course, which is geared toward intermediate skill development, will be launched during the 2014-15 season.

- **Officiating:** In addition to gaining a better understanding of the rules of the game, officiating courses train individuals to work as timers and on-ice officials at regional and national events. Officiating is a great way for curlers of all skill levels to participate at the national level!

- **Wheelchair Instruction:** *NEW!* This course is designed to teach experienced curlers to introduce the sport to athletes who use wheelchairs in a safe and effective manner. It also addresses recruitment and retention of wheelchair curlers at the club level.
Skills Clinics: NEW! USA Curling will be piloting several half-day skills clinics during the 2014-15 curling season. Clinics are geared toward helping curlers with approximately 2-5 years of experience improve delivery technique.

Curling Camps: All curlers have the opportunity to learn from USA Curling High Performance Program coaches during the annual multiple day open training camp, which takes place at the Four Seasons Curling Club. USA Curling also provides support for popular junior camps in the Midwest and on the East Coast.

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

Classroom Materials: NEW! Members can also introduce curling in the classroom through use of a number of handouts developed with the elementary/middle school audience in mind. Age appropriate information about curling, classroom discussion prompts, word find, crossword puzzle, and instructions for a classroom beanbag game can be found on the USA Curling website.

Junior Merit Program: The USA Curling Junior Merit Program was created to assist clubs in the development of youth curlers. Drills and other exercises contained in the program can be effectively used by instructors or coaches working with beginner to advanced curlers.

Olympic Day: NEW! During the month of June, clubs are encouraged to sponsor Olympic Day events, which can be held with or without access to ice. USA Curling can provide access to an Olympic Day Toolkit designed by the U.S. Olympic Committee and work to arrange attendance of an Olympic athlete at no cost. This is a great way to inform youth about curling in your area!
Members’ Assembly: NEW! The first annual Members’ Assembly will be held in October 2014 in Denver, Colorado. In addition to discussion of the business of the organization, the Members’ Assembly includes educational and networking components. Classroom sessions on topics such as recruiting and retention, using social media, and fundraising will be offered along with on-ice skills training.

Darwin Curtis Grant Program: In 2012, the USCA was selected to administer the Darwin Curtis Fund Grant Program on behalf of The Chicago Community Trust. The Darwin Curtis Fund was established to “support and encourage participation by the general public in the sport of curling.” The program awards $20,000 annually to clubs and/or other 501(c)(3) nonprofit organizations through a competitive application process.

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

Safety Initiatives: In a continuing effort to promote abuse-free environments for curlers, the USA Curling SafeSport Handbook and SafeSport online abuse prevention training are available for coaches and others who work directly with athletes. The USCA has also partnered with the National Center for Safety Initiatives (NCSI) to offer member clubs access to comprehensive background screening programs at significantly reduced pricing.

Liability Insurance: USA Curling’s club insurance program provides access to liability insurance and medical accident coverage with reasonable premiums and broader coverage than is typically available from local agencies.
Awards and Honors: The USCA recognizes excellence through the USCA Hall of Fame and by honoring the Coach, Developmental Coach, Athlete, Team, and Volunteer of the Year. The Volunteer of the Year Award was established in 2012 to provide recognition for the work that curlers throughout the nation do to advance curling on the club level.

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

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

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

Team Fan Shop: USA Curling apparel and other merchandise is available through Team Fan Shop. Look for the online store on the USA Curling website.
National Partnerships: Benefits from partnerships with sponsors of USA Curling have both direct and indirect impact on our member clubs. Examples include the following:

- **Hilton Hotels:** Whether booking for curling events, business or vacation travel, all USCA members can receive up to 15% off the best available rates at any of the 4,000 hotels within the Hilton HHonors portfolio (e.g. Hilton Hotels & Resorts, DoubleTree by Hilton™, Embassy Suites™, Hilton Garden Inn®, and more). Book directly through the [HHonors USA Curling page](#) to receive the discount.

- **United Airlines:** As a member of USA Curling you are eligible to receive discount flights to USA Curling-sanctioned events on United Airlines. Book now by calling the United Olympic Desk at 1-800-841-0460 and receive up to 10% off the retail fare price. To determine whether an event qualifies, contact the USA Curling national office.

- **Ram Restaurants & Brewery:** In addition to donating significant dollars annually from its “Taster Curl” sales, many of its establishments have created local partnerships with nearby member clubs.

- **Staples Advantage:** Staples Advantage, the business-to-business division of Staples, Inc., offers a customized approach to purchasing for businesses of all sizes. Clubs and member curlers can save money when ordering office products, facility solutions, print services, furniture, and promotional products by becoming a member of the USA Curling network.

National Office: USA Curling staff is available to answer questions and provide assistance to current members, future curlers, and emerging clubs. Contact the office toll free at (888) CURLERS (287-5377) or through e-mail (info@usacurl.org) with questions or requests on anything from signing up for a class to starting a curling club. We are here to help you!
The USCA connects current members with the latest news and information about the sport and connects future curlers with our member clubs. Ongoing marketing initiatives and special events are also designed to bring curling to the attention of the general public.
Website: The recently updated USA Curling website provides you with information on USCA events and policies, club bonspiels, open house listings, and educational clinics. Members of the public looking to locate a club in their area can access the “Find a U.S. Club” link. The club locator received over 45,000 hits during the 2014 Olympic Winter Games. USA Curling staff personally contacts anyone who requests additional information on the sport in an effort to connect them with local clubs.

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

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

Directory: Designed to facilitate contact among member clubs, the 2014-15 *Media Guide & Directory* is useful for advertising bonspiels and club events. In addition to print copies available through the On-Demand Membership Materials service, all curlers can access the directory online.

Webinars: *NEW!* USA Curling began hosting bi-monthly webinars in the spring of 2014. These webinars are designed to cover topics of interest to members. A library of past webinars can be found on the USA Curling website.

Social Media: Check out USA Curling’s popular Facebook and Twitter sites to connect with fellow curlers and get up-to-the-minute announcements, as well as fun facts about the sport.
Mainstream Media: The USCA also works to bring the sport to the attention of the public through mainstream media outlets around the country. In addition to information regularly distributed through a national press release service, USA Curling staff works on-site with local and national reporters at major events to publicize the sport. According to the Philadelphia Sports Congress, the 2012 Men’s and Women’s Nationals “generated more than 62 articles and broadcasts from more than 29 different media outlets, resulting in a potential viewership of more than 134,156,000 and an earned media value of more than $1.2 million.”

Webcasting: The USCA partnered with the 12th End Sports Network in 2012 to bring high quality webcasts of the Men’s and Women’s National Championships to our members and followers. In addition, live scoring of all championships helps curlers cheer on fellow club members and friends involved in these events.

Special Events: Through building relationships on behalf of the sport, the USCA works to organize special events and capitalize on opportunities to bring curling to the attention of the general public. Past examples of such events include curling on the Rink at Rockefeller Center for NBC’s Today show, bringing Street Curling to the 2012 Super Bowl Village in Indianapolis and 2014 Super Bowl celebration in Hoboken, NJ, and the WFG Continental Cup of Curling in Las Vegas, NV.

Olympic Coverage: Olympic coverage has boosted visibility of curling in the United States and increased membership in clubs around the country. Preparation for this broadcast begins years in advance with staff from USA Curling working with the host broadcaster, United States Olympic Committee, World Curling Federation, and countless local, national, and international press in print, digital, and broadcast mediums. USA Curling is already looking forward to the XXIII Olympic Winter Games in 2018 in PyeongChang, South Korea.
United States Curling Association
MEMBERSHIP

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

U18 Optimist International Curling Champions,
Team Connecticut (2014)
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Championships: Most championships are designed to give club curlers the opportunity to compete. In addition to Club Nationals, Mixed Nationals, and Junior Nationals, which encourage participation from curlers in all areas of the nation through a region-based fill policy, competitions such as Men’s and Women’s Senior Nationals, Mixed Doubles, and Wheelchair Team Tryouts are sign-up and go events. In the summer of 2013, the USCA hosted the first Arena National Championships, which is designed to provide a championship opportunity for members who curl predominantly on multi-use ice. The USCA also sponsors opportunities such as the USCA Scotland Tour, which exposes club curlers to international competition and camaraderie.

High Performance Program: Through financial backing of the United States Olympic Committee (USOC), the USCA is able to provide financial and programmatic support to elite athletes as part of the High Performance Program (HPP). The HPP is designed to give top American curlers the tools they need to succeed in an increasingly competitive international field. The program also identifies and supports the development of promising young athletes from around the nation through Project 2018.

Under 18 Program: USA Curling invites applications from junior teams throughout the United States each year for the Optimist International Under-18 Curling Championships. Teams are selected based on strength of the applicants and potential for success at the international level. The event affords developing curlers under the age of 18 the opportunity to gain international experience in a friendly, competitive environment. Moreover, there is typically a half-day of training by some of Canada’s top instructors.

National Wheelchair Curling Program: In addition to providing top coaching and world-class competitive experiences for elite wheelchair curlers competing at the highest levels, support from the USOC affords the organization the opportunity to sponsor outreach events for veterans and others.
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Little Rocker Program at the
San Francisco Bay Area Curling Club (2012)
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Curling is more than just a sport. It is a community.

The curling community consists of thousands of curlers in the United States and hundreds of thousands of curlers worldwide. The game is played in over 40 U.S. states and almost 50 countries. Through membership in the USCA, you and your club become part of this larger group.

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

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United States Curling Association
5525 Clem’s Way, Stevens Point, WI 54482
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