

NOCA Annual General Meeting
Sunday May 11, 2008

1. **Call to order:** 10:15 a.m.

2. **Welcome:**

Al Gemmell, NOCA President, welcomed everyone to the first Annual General Meeting of the Northern Ontario Curling Association, and introduced the staff and Board of Directors to the delegation.

Alan Gemmell, President, Region 4 Director

Rob Sinclair – Region 1 Director

Muriel Anderson – Region 1 Director

Paul Burke – Region 2 Director

Bev Junnila – Region 2 Director

Ken House – Region 3 Director

Sharron Lennie – Region 3 Director (regrets)

Maymar Gemmell – Region 4 Director

Debbie Grillanda – Region 5 Director

Alan Arkilander – Region 5 Director

Rose West – Region 6 Director

Bob Hardy – Region 6 Director

Leslie Kerr – Executive Director

Al also thanked the Board and Club Representatives for their hard work over the past year.

3. **Voting Structure:**

The voting structure was explained to the delegation. Only the 12 Regional Directors carry a vote at the AGM. This ensures that all regions are equally represented at the AGM regardless of the location of the meeting.

4. **Agenda:**

Al Gemmell asked that Board Reports be added as an agenda item.

MOTION:

That the agenda be adopted with the addition of Board Reports as an additional item

Moved: Bob Hardy

Seconded: Muriel Anderson

Carried

5. **President's Report:**

President Al Gemmell reported on the first year of operation of the newly amalgamated association. He also delivered a PowerPoint presentation summarizing the year's activities. Both reports are attached.

MOTION:

That the Report from the President be accepted as presented.

Moved: Bev Junnila

Seconded: Debbie Grillanda

Carried

6. **Financial Report:**

Debbie Grillanda, Secretary Treasurer, presented the unaudited financial statements. Discussion took place regarding the Curl Ontario fees and the base grant funding distribution. Al explained the cash flow and statement of assets.

These statements are unaudited as the year end was April 30, 2008. The statements will be reviewed by the auditor after this meeting.

MOTION:

That the financial statements be accepted as presented

Moved: Paul Burke

Seconded: Rob Sinclair Carried

7. Executive Director's Report:

Leslie Kerr presented her report on the year as attached

MOTION:

To accept the report of the Executive Director

Moved: Bev Junnila

Seconded: Maymar Gemmell Carried

8. Development Report:

Ken House, Development Chair, presented a report on the development activities which occurred during the year, and outlined some of the development plans for next season. Ken emphasized the suggestion that clubs should be corresponding with each other with ideas and plans that have been tried at clubs. His report is attached.

MOTION:

To accept the report of the Development Chair

Moved: Alan Arkilander

Seconded: Bob Hardy Carried

9. Competitions Report:

Steve Chenier, Competitions Chair, outlined a presentation regarding the changes which will be in effect for the next season (presentation attached). The Host guidelines, Competition Manuals, and a Draw manual will all be on the website by the end of the summer. The Competitions Schedule will also be posted on the website by early June. Rock Clock will again be the timing program that will be used for all NOCA events where timing is required. Steve recommended that NOCA promote the use of clocks at all levels of play to prepare teams for competitions where clocks are used. Steve also thanked the Competitions Committee for their assistance and diligence this past season. Committee members were Maymar Gemmell, Rob Sinclair, and Ken House.

MOTION:

To accept the report of the Competitions Chair

Moved: Maymar Gemmell

Seconded: Ken House Carried

10. Sponsorship Report:

Alan Arkilander, Sponsorship Chair, presented his report as attached. Alan reported that Dominion of Canada and Nexcap are confirmed sponsors for next season, and that a deal with Home Hardware is also being prepared. A sponsorship package is ready to be used. Alan requested that people contact himself or Paul Burke with any sponsorship contacts.

MOTION:

To accept the report of the Sponsorship Chair

Moved: Ken House

Seconded: Paul Burke Carried

11. Communications Report:

Paul Burke, Communications Chair, outlined the various communication strategies which were utilized this year including the creation of a website, the issue of the first NOCA Newsletter, and a Your First End advertising campaign in the fall which utilized print, radio, and television media. See attached report.

MOTION:

To accept the report of the Communications Chair

Moved: Debbie Grillanda

Seconded: Rose West Carried

12. Canadian Curling Association:

Al Gemzell reported that a great deal of time and effort by the CCA Board and Member Associations has been spent on Policy Governance. The CCA hired a new CEO, Greg StremLaw. Finances this year appear to be much improved over the 2007 fiscal year.

13. Curl Ontario:

Al Gemzell explained that the structure of Curl Ontario is being modified. The organization must exist as the one body representing curling in Ontario in order to receive funds from Sport Canada and the Ministry of Health Promotion. Negotiations are taking place to determine the split of assets/grant funds between the Ontario Curling Association and NOCA. The OCA and NOCA will be responsible for the delivery of all development programs/courses in their jurisdictions. Al also thanked all clubs for submitting the survey information to Curl Ontario. This information is crucial for the base funding grant that curling in Ontario receives. Northern Ontario had a huge return rate for the surveys (43 facilities responded) compared to 10 last year.

14. New Business:

a. Accounting Review:

MOTION:

To conduct an Accounting Review, not Audit

Moved: Paul Burke

Seconded: Rob Sinclair

Carried

b. Appointment of Accounting Firm

MOTION:

That Stewart, Sande & Zimmerman be appointed as the Accounting Firm for NOCA

Moved: Bev Junnila

Seconded: Muriel Anderson

Carried

c. NOCA Awards:

Al Gemzell reported that the first annual NOCA Volunteer Awards and NOCA Club Recognition Award had been presented at the Symposium banquet. The winners of the Volunteer Awards were Robert MacLeod from Iroquois Falls, Karen Saarimaki from Geraldton, and Rose Neufeld from Blind River. The Club Recognition Award was presented to the Espanola Curling Club. Jan Pula, Chair Elect of Curl Ontario presented a Pat Reid Memorial Award for Ice Technicians to Brent Adamson.

d. NOCT Tour

Tim Phillips addressed the participants and congratulated the NOCA Board for their hard work this past season. Tim reported that this is the 5th season for the Tour, which started when it became obvious that there was a need for participation at more competitive level of play, and that it was very difficult for curlers in Northern Ontario to participate in WCT events due to the cost of travel. This season there will be two new events that the NOCT and NOCA will partner; a Superspiel East (Soo Curlers Association) and West (Thunder Bay). Tim indicated that the new schedule will be on the NOCT website by early June.

e. Competition Schedules

The schedule for 2008-2009 will be on the website by early June. Clubs are still needed to host events. A great deal of effort went into eliminating conflicts between events for coaches and teams. The schedule for 2009-2010 will be on the website in early fall. It is a more complicated schedule due to the Olympics.

f. Board Reports

- Bev Junnila reported that there is now criteria for Honorary Memberships for NOCA. This information will be on the website.
- The budget for the fiscal year 2008 is being developed.
- The Board plans to spend more money on advertising this season to promote curling in Northern Ontario

- Support has been made available to clubs for an icemaker to assess their ice or rocks in particular before an event. Clubs must write a letter of request to the NOCA office for this assistance.
 - NOCA will have some type of 8-ender awards next season. Two teams from Northern Ontario received 8-ender awards from the CCA this season.
 - Discussion is taking place about ordering smaller winner banners for the clubs who have teams who have won provincials. This will help clubs who have limited wall space.
 - The Northern Ontario Women's Provincial will rotate between Northeastern Ontario and Northwestern Ontario annually.
 - The Ontario Scotties will be open for bids for the 2010 event.
 - If clubs have information about grants that they have received, please send the information to the office so that a comprehensive list of possible grants can be available to clubs.
 - There were some problems with collecting dues this past year before teams entered competitions. Next season clubs will be invoiced for a portion of their dues based on last year's membership numbers and this will be due November 20th. The balance will be due by December 31st along with a list of the membership names.
 - All clubs will have a club information sheet that they are asked to complete and return to the office so that NOCA has the information they need for statistical purposes.
- g. Questions/Comments from the Floor
- Bob Cullens inquired about how to find an Icemaker for their club. He was advised that he could post an advertisement on the NOCA website, as well as the CCA website.
 - Ian Fisher entering competitions should be endorsed by their club. This would ensure that all competitors are paid members of NOCA.
 - Bill Sloan inquired about how to collect the per capita dues from the Pay as You Play and rental leagues. This will be worked on over the summer by the Board. The Board has agreed that the fee does apply to all curlers (rentals, Pay as You Play leagues) as everyone curling derives the some benefit from the per capita fee. The Board will prepare another information sheet for the fall about the benefits of affiliation.

MOTION:

THAT the meeting be adjourned at 12:45 pm.

Moved by Bob Hardy

Carried



**PRESIDENT'S REPORT
MAY 11, 2008**

The initial year of the new NOCA has been one of many changes. When the Amalgamation Committee put the plan together they realized that it would not be perfect and would require adjusting. This resulted in a very busy year as the Board of Directors tried to provide consistency across the north and emphasized the development of curlers and clubs. Change will continue this coming season as we consider the feedback and also assume deliver of Curl Ontario programs.

I want to thank our Executive Director, Leslie Kerr, for her diligence and flexibility. She has also represented us very well in our dealings with the CCA, OCA, and Curl Ontario. Thanks are also due to Debbie Grillanda, Secretary-Treasurer and Muriel Anderson, Vice-President for all their support. Board members have taken on many assignments on your behalf and their work is greatly appreciated. You will hear from many of them as they report on their assigned areas. A special thank you to Steve Chenier, our Competitions Committee Chairman. He has dedicated many hours and taken more than his share of criticism but stayed the course much to our benefit. The entire Competitions Committee has been extremely busy.

I also want to thank those clubs and their many volunteers that hosted regions, inter-regional, provincial and national championships. Your support of these competitions is appreciated.

Forty-three of our clubs completed the Curl Ontario survey versus only six last year. Only three clubs failed to submit a survey. The Curl Ontario staff was overwhelmed with our response. This will reinforce our government grant application and our negotiations regarding the distribution of this grant between north and south.

When I look back, the achievements of your Board, Committees and Staff in a twelve-month period are impressive. I feel it is important that you are aware of these many achievements so I have prepared a separate presentation.

However, there were disappointments. There was a net loss of affiliated clubs in Region 5. More work is needed to get them back as part of NOCA. There are also other clubs that have not affiliated over the years and we must try to recruit them. Our dues fell short of budget with some under-reporting, a one-year exemption to rental groups under contract and opposition from some pay as you pay groups. Our sponsorship goal was not reached and no new sponsors were added. Despite these shortfalls, we can pursue our goal of delivering more benefits to clubs and curler development.

Respectfully submitted,

Al Gemmell
President

Presentation from the President
NOCA Annual General Meeting
May 2008

The following was presented as a PowerPoint Presentation to the meeting attendees:

Administration:

- Hired the Executive Director
- Office location was secured and office was set up with equipment/furniture, telephone, internet, etc.
- Banking was established and funds were transferred from the four previous Associations
- Grants were received from World Curling Federation and the CCA
- Legal action was taken to collect court settlement from NOLCA
- Compilation of database of information (clubs, coaches, curlers, teams, club reps)
- All information is now kept in a central location rather than four association locations

Development:

- Lower class sizes were allowed for Curl Ontario courses
- 10 courses were held this season versus 3 last year
- 78 curlers participated in Level I & II courses, 9 took Officiating, and 9 took Level 1 Ice Tech
- NOCA will deliver courses next year
- Three bursaries were given for Amethyst Camp thanks to a partnership with Nexcap

Club Support:

- Business of Curling Symposium held in Sudbury May 9 – 11, 2008. Travel and accommodation was subsidized for
- Travel for Club Reps was subsidized to Regional meetings
- Funds were given to clubs hosting provincial championships
- Ice Technician assistance was given to host clubs requesting assistance
- Clubs were able to list their bonspiels on the website

Communication:

- Radio & TV advertising campaign was done in the fall across Northern Ontario
- New NOCA web site was created which was very popular and received great feedback
- Forum on web site was utilized a great deal
- Newsletter was created and distributed. More will be produced next year than this year
- Competitor's Survey was distributed and collected at all provincial events and then analyzed by the Competitions Committee

Canadian Curling Association:

- Three delegates attend the CCA AGM versus about ten previously (from all four associations)
- Amalgamation was well received by other Associations
- CCA is pleased to deal with one association instead of four

Curl Ontario:

- Delivery of development split between NOCA & OCA for 2008/2009
- NOCA is responsible for organizing courses and camps
- Northern Course Conductors who had not met Curl Ontario's criteria for the number of courses taught were reinstated
- Current assets will be split between NOCA & OCA

Competitions:

- Eight provincial events hosted, numerous regional and inter-regional events hosted
- NOCA sanctioned a Wheelchair training/selection camp which produced a Wheelchair team to Canadians
- The first Northern Women's Championship was held
- Six female teams participated in Bantams, Juniors & Seniors provincials versus four previously
- Three Bantam Girls teams went to Ontario Winter Games versus two previously

It's been a year of learning and development with many accomplishments and some bumps along the way.

Each year we will continue to grow and develop the sport of curling in Northern Ontario.



Northern Ontario
CURLING ASSOCIATION



NORTHERN ONTARIO
CURLING ASSOCIATION
FINANCIAL STATEMENTS
(unaudited)

AS AT APRIL 30, 2008

NORTHERN ONTARIO CURLING ASSOCIATION

STATEMENT OF FINANCIAL POSITION

AS AT APRIL 30, 2008
(unaudited)

2008

ASSETS

CURRENT ASSETS

Cash	\$25,989
Guaranteed Investment Certificates	60,885
Investments	54,655
Accounts receivable	8,039
Inventory	5,598
Prepaid Expenses	2,271
	<u>157,437</u>

CAPITAL ASSETS

Computers & Equipment	
Less accumulated amortization	<u>4,946</u>

TOTAL ASSETS \$162,383

LIABILITIES

CURRENT LIABILITIES

Accounts payable and accrued liabilities	1,802
Deferred revenue	4,750
Deferred employment grant	6,864
	<u>13,416</u>

NET ASSETS

Opening Equity	157,771
Accumulated Surplus (Deficit)	<u>-8,804</u>
	<u>148,967</u>

TOTAL LIABILITIES & NET ASSETS \$162,383

NORTHERN ONTARIO CURLING ASSOCIATION		
STATEMENT OF OPERATIONS		
FOR THE YEAR ENDED APRIL 30, 2008		
REVENUE		2008
Affiliation Fees		\$89,550
WCF/CCA Grants		20,000
Curl Ontario		5,871
Employment Grant		4,836
T&NOCA Rock Sale		2,440
NOLCA Court Settlement		2,304
Investment Income		944
Sponsorship		19,550
Competition Entry Fees		37,400
CCA Competitor Fees		12,600
Competition Administration Fee		8,197
Miscellaneous		3,255
	TOTAL	\$206,947
EXPENSES		
Office		\$15,148
Personnel		46,276
Meetings		29,584
Professional Fees		2,557
Bank Charges		473
CCA Assessment		17,425
Curl Ontario		7,828
Competitor Support		40,000
Jackets, Crests, Trophies, etc.		12,945
CCA Competitor Fees		12,600
Entry Administration		2,887
Playdown Luncheons		6,960
Host Club Support		7,350
Marketing		3,846
Web Site		1,891
Miscellaneous		1,830
Amortization		1,782
	TOTAL	\$211,382
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES		-\$4,435

NORTHERN ONTARIO CURLING ASSOCIATION

STATEMENT OF CHANGES IN NET ASSETS

FOR THE YEAR ENDED APRIL 30, 2008

(unaudited)

	2008
NET ASSETS, beginning of year	\$157,771
Excess (deficiency) of revenues over expenses	<u>-4,435</u>
	153,336
Changes in unrealized losses on investment assets during ye	<u>-4,369</u>
NET ASSETS, end of year	<u>148,967</u>

NORTHERN ONTARIO CURLING ASSOCIATION

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED APRIL 30, 2008

(unaudited)

	2008
CASH FLOWS FROM OPERATIONS	
Deficit of Revenue versus Expenses	-\$4,435
Items not requiring an outlay of cash:	
Amortization	<u>1,782</u>
	<u>-2,653</u>
CHANGES IN NON-CASH WORKING CAPITAL BALANCES	
Interest not received from investment	-59
Accounts receivable	-8,039
Inventory	-5,598
Prepaid expenses	-2,271
Accounts payable & accrued liabilities	1,802
Deferred revenue	4,750
Deferred employment grant	<u>6,864</u>
	<u>-2,551</u>
CASH FLOWS FROM INVESTMENT ACTIVITIES	
Acquisition of capital assets	<u>-6,728</u>
	<u>-6,728</u>
INCREASE (DECREASE) IN CASH	-11,932
CASH, BEGINNING OF YEAR	<u>98,805</u>
CASH, END OF YEAR (Bank & GIC)	<u><u>86,873</u></u>

CAPITAL ASSETS

	Amortization Life - Years	Cost	Accumulated Amortization	Net 2008
Computer Equipmen	3	3270	1090	2180
Office Furniture	5	2917	583	2334
Banners	5	<u>540</u>	<u>108</u>	<u>432</u>
TOTAL		<u>6727</u>	<u>1781</u>	<u>4946</u>

INVESTMENTS

	<u>2008</u>		<u>2007</u>	
	<u>Cost</u>	<u>Market Value</u>	<u>Cost</u>	<u>Market Value</u>
Shares in Mutual Funds	<u>\$40,713</u>	<u>\$54,655</u>	<u>\$40,654</u>	<u>\$58,966</u>

MUTUAL FUND INVESTMENT INCOME

Investment income earned is reported as follows:

Interest income earned on investment	\$59
Changes in unrealized losses	<u>-4370</u>
Total income and losses in the year	-4311
Amount included directly in net assets	<u>-4370</u>
Investment income recognized as revenue	<u>59</u>

Executive Director's Report
NOCA Annual General Meeting
May 2008

As Executive Director for the Northern Ontario Curling Association this was an extremely busy and interesting year as outlined below.

Administration:

The newly amalgamated Northern Ontario Curling Association was officially incorporated on April 27, 2008. Office space was secured in Atikokan and the month of May was spent setting up the administration of the association and compiling data and financial information from the four previous curling associations. During the spring and summer months, a great deal of effort was spent on preparation for the 07-08 season.

A website was created which proved to be very successful. Having one central office ensures that all information is now in one place, and databases are now established for curlers, coaches, clubs, club reps, instructors, and media.

An employment grant received for a full time Administrative Assistant until February 2009. This will allow for more time to be spent on planning for the season, investigating grants and sponsorships, and improving communication.

Relationships with the Executive Directors from other Member Associations, the CCA and Curl Ontario staff, as well as government agencies continue to be developed. These resources are invaluable and provide guidance and information on an ongoing basis.

Development:

This past season, NOCA hosted 10 technical courses. This was a huge increase from past years and we plan to increase that number again this season to further develop Curlers, Coaches, Officials, Instructors, and Ice Technicians. A grant has been applied for which will provide more courses to the smaller clubs in the association. Both the World Curling Federation and the Canadian Curling Association provided development grants, and these funds will be used toward promoting and developing curling in Northern Ontario.

Each year Curl Ontario sends out a survey to all clubs in Ontario requesting information about the club and its activities over the past season. In the past the response has been sparse, but this year over 40 clubs in Northern Ontario submitted their responses. This information is necessary when reporting on activities and requesting grant money. Thank you to all of the clubs who responded.

Curl Ontario received a grant to develop and distribute a manual about Seniors Curling. Each club in Ontario will receive a copy of this manual.

A Business of Curling Symposium was held May 9 – 11, 2008 at Laurentian University in Sudbury. 64 representatives from 27 clubs in Northern Ontario participated and were extremely pleased with the information they received.

Competitions:

The Competition season was extremely busy, and recognition must be given to Stephen Chenier, Competitions Chair. Many hours were spent setting up draws, updating guidelines, and working with host committees and competitors. A partnership with Compete-At provided an online registration system for all competitors. While there were bumps along the way, the staff of Compete-At was very accommodating, continually working to improve the system and meet our needs.

On a final note, I would like to thank the NOCA Board of Directors. They are very hard-working, always willing to provide guidance and assistance, and work diligently to provide for the ongoing viability of the Northern Ontario Curling Association.

This year was very busy and rewarding. I look forward to another successful curling season as the Northern Ontario Curling Association builds and develops the sport of curling for recreational and competitive curlers of all ages and abilities.

Respectfully submitted,

Leslie Kerr
Executive Director

Development Report
NOCA Annual General Meeting
May 2008

As Development Chair, a great deal of time was spent this season planning for the. In order to create and implement a Development Plan, lines of communication with the clubs and their representatives had to be established. Once that was initiated, the season progressed with the following highlights:

- 11 Courses were held this year including:
 - Level 1-2 Ice Technician, Countryside Arena (Sudbury)
 - Club Coach: Fort William CC, Soo Curlers Association, Copper Cliff CC, Providence Bay CC, Ojibway Golf and Curling Club (Sioux Lookout), and Iroquois Falls CC
 - Level 2 Technical: Port Arthur CC, Idylwyld Golf and Country Club
 - Level 1 Ice Technician: Englehart CC
 - Level 1 Officiating: Englehart CC
- A Business of Curling Symposium was planned and held May 2008. NOCA subsidized travel for all registrants to encourage participation, as well as partial subsidization of accommodation and meals. 27 clubs were represented. The cost to the participants was \$100 each for a weekend full of information and networking.
- Assistance was given to two clubs for Icemaker consultations
- The CIAF grant was investigated and information was distributed to all clubs for application.
- Meetings continue with Curl Ontario to discuss funding distribution for the future.
- A development plan has been started and will be completed for next season.

Plans for 2008-2009:

- A Technical Co-ordinator will be hired.
- Learning Facilitators will attend a Seminar in September with the Learning Facilitators from the OCA.
- Plans to ensure that all coaches and trainers are trained will continue
- The Amethyst Junior Curling Camp will be held June 29 – July 4, 2008. The camp is full with 96 participants and a waiting list.
- A Level 1-2 Ice Technician course will again be held just prior to the Amethyst camp
- Plans continue to host a Bantam Camp in Northern Ontario. This camp will be over a weekend and will be modelled after the Big Bear Camp that was held in Kapuskasing last fall.
- High Performance Camps will be scheduled as needed
- A grant has been applied for which will provide three Club Coach courses, and three Level 2 Technical Courses next season. The grant will also provide six Curling Weekends in smaller communities. The focus of these weekends will be community involvement at the club, and the delivery of the Club Coach Youth course.
- Icemaker assistance is available to clubs who request assistance in writing.
- There will be continued focus on increasing participation from youth and school groups.

As the new year begins, we will continue to promote and support curling in all NOCA clubs at both recreational and competitive levels.

Respectfully submitted,

Ken House
Development Chair
Region 3 Director

Competitions Report
NOCA Annual General Meeting
May 2008

After a very busy first season, the Competitions Committee met to discuss the season, evaluate all of the feedback received, and develop recommendations for the 1008-2009 season. These recommendations follow:

Changes to all competitions:

- Pre-event practice session will occur at all levels of play (6 minutes per sheet, 10 minutes at provincials).
- Closing date for all events will be the Wednesday three (3) weeks prior to the start of the competitions Except Juniors which will be two (2) weeks.
- Draw to the button format will be used to decide hammer.
 - All competitions will utilize the draw to the button to decide hammer. Each team, at the conclusion of their pre-game practice, have one team member throw a rock with sweeping to the button. The team that is the closest will receive hammer.
- Playdown formats:
 - 1-4 teams Double Round Robin
 - 5-7 teams Single Round Robin
 - 8+ teams Triple Knock-out
- All knockout draws (not round robin) will be Peer Reviewed for seeding.
 - All teams, at the closing deadline will be asked to rank each team in their competition excluding themselves. All rankings will be tabulated and teams will be seeded based on the results.

Round Robin Competitions:

- Remove “if first place team is undefeated then they must be beaten twice”
 - This means that in Round Robin Provincial play, two teams will qualify for a one game final to declare the champion.

Region/Inter-Region Competitions:

- If only two (2) teams are registered for a competition that is to advance two teams, the teams will play a best two (2) out of three (3) for one position only.
- The additional position shall be assigned to the region/inter-region with the most participation.

Masters Competitions:

- Will be an open event with all teams registered advancing directly to the Provincials.

Men's Competitions:

- Qualifying to PROVINCIALS:
 - Six (6) Region Champions (one from each region)
 - Six (6) Inter-Region Representatives (2 from each Inter-Region)
 - Two (2) additional representatives which will be allocated based on participation percentages.
 - Two (2) Superspiel Champions (one from East Superspiel, one from West Superspiel).
- Provincial Format:
 - The Provincials will be a sixteen (16) team triple knockout with a four team page playoff.

Respectfully submitted,

Steve Chenier
Competitions Chair

2007-2008 Sponsorship Report

- As chair of the 2 person Sponsorship committee, I first responded to the President's assertion that I had fallen short of our budget goal of \$20,000
- I pointed out that I had found sponsors for Men's curling and Junior/Bantam curling that we had never had before for Northern Ontario
- I was the sponsorship chair for the 2007 Men's championship at the Idylwylde
- Before November of 2006, I was told that we had \$9,000 from KIA Canada and \$5,000.00 from Investors Group for sponsorship. On that basis I had signed a \$10,000.00 contract with CTV to promote the championship
- While I was coaching the N.Ont. Mixed team at the Nationals in Kitchener-Waterloo, I discovered that Paul Savage took 30% of the KIA sponsorship, and then found out that there was no sponsorship at all from the VP of KIA Canada, and discovered that Investors was not providing money as promised
- At that time due to the amalgamation, the NOCF was in flux and had no money for the Men's Championship
- Through personal contacts I was able to obtain \$5,000.00 from the Dominion of Canada and \$3,000.00 from Nexcap Financial Corporation for sponsorship. Then I was able to raise another \$8,000.00 to \$9,000.00 from local sponsors so that we were able to pay for things such as the hospitality room, food and beverages, ice tech consultation, the NOCF Players banquet, luncheon, etc, without the 4 Associations paying any money, except for \$250.00 from the NOCA
- From that I negotiated a three year contract with the Dominion of Canada General Insurance Company for Men's curling, which we did not have before
- I also worked a one year deal with Nexcap for Junior/Bantam curling, which Nexcap is renewing for another year
- This brought in a total of \$13,000.00 from sponsors that we never had before, and we were not getting leftovers from the OCA for the first time in my memory. They are NOCA sponsors
- I also provided to the NOCA a website for the Men's championship that can be used for each championship hereinafter, at a value of \$1,000.00 to \$2,000.00
- From the fund raising I did for the 2008 Seniors' Championships, I provided another website for those NOCA championships that can be used hereinafter, at a value of \$1,000.00 plus Gold Sponsorship
- In addition, \$250.00 was sent to the NOCA from Chelmsford Pharmacy from the Seniors Championships, with the thought that the Rexall/Guardian Group, due to a tip from Debbie Grillanda, will become a sponsor of Seniors curling by next season
- As can be seen with the NOCT not being able to get a title sponsor, potential sponsors are not leaping at the chance to join our Season of Champions and require personal contacts, that I hope that you will give to Paul and I.

Alan Arkilander, Sponsorship Chair

Communications Report
For NOCA Annual General Meeting
May 2008

Website:

Norlink in Thunder Bay was contracted to complete the initial design of the www.curlnoc.ca website. Updates of content and images are now made by the Executive Director and the Communications Chair.

Some of the website's popular features include:

- Bonspiel calendar - helping clubs promote their bonspiels
- Message Board – a communication vehicle for curlers, fans and organizers
- Link to 'Compete-At' on-line Playdowns registration system
- Playdowns information and results – timely results were provided (in most cases) and in some instances even end-by-end game scores were available

As per the chart below, the NOCA website averaged 275 visits per day between September 2007 and April 2008. Site visitation peaked in January with an impressive 23,395 visits.

Month	Visits
September 2007	1,302
October 2007	2,613
November 2007	4,127
December 2007	6,034
January 2008	23,395
February 2008	20,854
March 2008	6,220
April 2008	2,369

Future website projects will include adding and updating photos, adding a newsletter feature, reviewing the on-line registration system, adding registration for courses, and moving away from the use of so many pdf files.

Logo:

The new NOCA's logo was featured prominently in official communications ever since the organization's official launch. This has helped establish the organization's brand.

First End Promotion:

NOCA engaged in a modest campaign in the fall in an effort to encourage participation in curling. This consisted of radio advertising in Region 1, newspaper advertising in Region 2, radio advertising in Region 3 and television advertising in Regions 4, 5 and 6.

Future plans and ideas include developing much more substantial and comprehensive campaigns to encourage participation.

Newsletter:

The first issue of NOCA's official newsletter 'NOCA News' came out in November 2007. Future plans include issuing newsletters on a regular basis, providing newsletter subscriptions on the website and holding a 'Name the Newsletter' contest.

Media Relations:

Templates for media releases and media advisories were created and staff developed a listing of all sports media in Northern Ontario. An improved system for providing media with event results and game scores should be explored.

NOCA Merchandise:

NOCA will be issuing a Request for Proposals for a company (or companies) to manufacture and sell official merchandise and promotional items.

Other Future Initiatives:

- Improved promotion of NOCA programs, courses and Playdowns will be a focus.
- Explore opportunities to bring media outlets on-board as sponsors
- 'Curling Week in Northern Ontario' promotion

Respectfully submitted,

Paul Burke, Communications Chair
Regional Director (Region 2)