



**SUNDAY, SEPTEMBER 29<sup>TH</sup>, 2013**  
**MCINTYRE CURLING CLUB (TIMMINS)**  
*PRESENTED BY THE NORTHERN ONTARIO CURLING ASSOCIATION*

**10:00 am**      **OPENING REMARKS**  
**PRESENTER**      **DANNY LAMOUREUX – Director, Curling Club Development (CCA)**

**10:15 am**      **Progressive Adult Development**  
 This session deals with a ‘new’ program that will **change the curling world!** Our sport must find ways to enhance the curling experience among beginners to ensure we retain them as active, involved, and competent curlers. We will walk through the steps to set up this program including costing, training & recruiting of instructors, marketing to fill the league, the curriculum, special events, special classes (strategy etc.). It’s an exciting program that is working in many jurisdictions with great success. Why not yours??

**PRESENTER**      **DANNY LAMOUREUX – Director, Curling Club Development (CCA)**

**11:00 am**      **Ice Making & Refrigeration**  
 Our curling rinks must provide championship ice to its customers every single day. Many of our rinks have below standard conditions when it comes to the recreational player in their building. Little curl, slow ice and cold arenas lead to an unmemorable experience. Our national ice technicians will help you understand what it takes to produce world-class conditions every single day. Our customers deserve it! This session is **not** for your ice technician but for your manager and board. You will explore the necessary equipment and tools required, scraping patterns, pebbling heads, water and nippers. We will show how to make a stone curl!!

**PRESENTER**      **JAMIE BOURASSA – National Ice Technician (2013 Brier, 2013 Canada Cup)**

**12:45 pm**      **Embracing Social Media**  
 Using Social Media to build awareness of the sport in your community and among your customers. Wading into the fast-moving flow of social media can be daunting to a curling club with very little time on their hands. This session will help you embrace media like Facebook, Twitter & YouTube to help you stay in step with customers ‘living’ in this contemporary world. Social Media has benefits you cannot ignore!!

**PRESENTER**      **DANIELLE INGLIS – Coordinator, Web & Applications Services (CCA)**

**1:45 pm**      **Best Practices – the WOW factor! Sharing ideas that work!!**  
 Many curling centres operate in isolation, doing many of the same things year after year with the same results. Every club, however, does something really unique making the customer go WOW! Well, it’s time to share these great ideas so we can make every curler who walks through our doors go WOW! Participants in this session will be asked to **bring one great idea** for sharing. You will go home with more ideas than you bring!

**PRESENTER**      **ALL PARTICIPANTS will be asked to share their great ideas!**

**2:30 pm**      **Bonspiels - Why Are We Having So Much Trouble?**  
 It’s a regular occurrence to hear a club complain about declining entries in their club bonspiels. This session will examine what successful club bonspiels are doing to buck that trend!

**PRESENTER**      **DANNY LAMOUREUX – Director, Curling Club Development (CCA)**

**3:10 pm**      **Superior Customer Service - Keeping all those curlers we worked so hard to get!**  
 We often hear “*we don’t need customer service; we’re not a business, we are a curling club*”. Nothing can be farther from the truth! Many curling managers and board members work hard at recruiting new people to the club. But once they’re in, we tend to forget about them and then wonder out loud what happened to them. We will look at what is considered good customer service in a curling rink and at a lot of the little things you can do to put the ‘golden handcuffs’ on newer players and making them members for life.

**PRESENTER**      **DANNY LAMOUREUX – Director, Curling Club Development (CCA)**

**COST**  
**\$20 per person**  
 includes refreshments,  
 lunch & course materials  
 \* plus HST

**Schedule**  
 9:45 am – Registration  
 10:00 am – Opening Remarks  
 12:15 pm – Working Lunch  
 4:00 pm – Time to go home

**Register**  
 Contact Leslie Kerr  
[lesliekerr@curlnoca.ca](mailto:lesliekerr@curlnoca.ca)  
 Northern Ontario  
 Curling Association