

Media Release

Curling Conference in Sudbury

October 20, 2014 - For Immediate Release

The Northern Ontario Curling Association, in partnership with the Ontario Trillium Foundation, the Coaching Association of Canada, Investors Group, and CAAWS will host a Curling Conference in Sudbury, October 24-26, 2014.

The goals of the conference are to develop a larger base of coaches and club instructors, to provide curling club volunteers with resources which will aid with the future viability of the club, and to train more officials for the sport.

As part of the weekend, NOCA is providing the Club Coach course for Free. This course is designed for entry level coaches or curling instructors at clubs. *We hope that this opportunity will inspire new coaches to get started on their coach education pathway in the sport of curling and further develop the sport in their communities*” states Dick Henderson, NOCA Technical Coordinator

For coaches wishing to further their coaching development, NOCA will also offer the Competition Coach course designed for coaches who are working with teams entering competitions. A combined Level 1 and 2 Officiating course will be provided to train volunteers for officiating at competitive events.

Curling Club volunteers and staff will participate in a series of interactive workshops presented by Clay Melnike, Marketing Minds International. These volunteers will discuss trends in curling, share best practices, explore new opportunities to grow curling in their communities, learn about how to use social media to promote their clubs, discover how to run a successful youth program, and more. At the end of the conference these volunteers will have the tools to create a successful marketing campaign for their clubs.

On Saturday evening, a banquet will be held and participants will hear a keynote address by Michelle Cundari, Canadian Association for the Advancement of Women in Sport and Physical Activity (CAAWS). Michelle’s address is entitled “Actively Engaging Women and Girls in Sport”. Afterward there will be an awards presentation to 4 NOCA Coaches and 2 NOCA Volunteers for their contributions over the 2013-14 season, as well as the presentation of the 2013-14 Club Recognition Award.

Following the awards presentations, NOCA will recognize the 2014 NOCA provincial winning teams from Sudbury including the Tracy Horgan rink (Women), Rob Gordon rink (Senior Men), Vicky Barrett rink (Senior Women), Krysta Burns rink (Junior Women), Tanner Horgan rink (Junior Men), and Megan Smith rink (Bantam Girls, Ontario Winter Games gold, Canada Winter Games Ontario Women’s team).

Guest speakers during the weekend will include Tom Coulterman, Coach of the Brad Jacobs Men's Canadian Olympic Curling Team "Reliving the Sochi Experience"; Clay Melike, "Rebranding School Curling"; and Michelle Cundari "Coaching Female Athletes".

For more information about the conference, visit <http://curlno.ca/programs/sudbury-curling-conference/> or call 1-888-622-8884.

In conjunction with the conference, an Open House and Learn to Curl Clinic will be held at the Idylwyld Golf & Country Club on Saturday from 10 am – 12 pm, and 2 pm – 4 pm. Visit <http://idylwyldcurling.weebly.com/> for more information.

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