

## Sudbury Curling Conference October 24-26, 2014

	Club Coach	Competition Coach	Club Volunteers/Staff	Officiating
<b>Friday:</b>				
6:30 – 7:00 pm	<i>Sign in at Quality Inn Sudbury – All Sessions at hotel</i>			
7:00 – 9:00 pm	Session 1 (Combined Coach Courses)	Session 1 (Combined Coach courses)	Idea Generation: Keys to Running a Successful Curling Club	Level 1-2 Combined
9:00 – 11:00 pm	Social with Guest Speaker Clay Melnike: "Rebranding School Curling"			
<b>Saturday:</b>				
	<i>Sessions at Idylwyld G&amp;CC</i>		<i>Sessions at hotel</i>	
8:30 – 10:30 am	Session 2	Session 2	Idea Generation: Keys to Running a Successful Curling Club	Level 1-2 Combined
10:30 – 10:45	Break			
10:45 – 12:30	Session 3	Make Ethical Decisions	Idea Generation: Keys to Running a Successful Curling Club (cont'd)	Level 1-2 Combined
12:30 – 2:00 pm	Lunch at hotel with Guest Speaker Tom Coulterman Coach of the Brad Jacobs Men's Olympic Gold Medal Team "Coaching at Sochi"			
2:00 – 4:00 pm	Session 4	Make Ethical Decisions	Embracing Social Media	Level 1-2 Combined
4:00 – 4:15 pm	Break			
4:15 – 5:00 pm	Session 5	Session 3	Using Floor Curl as a Recruiting Tool	Level 1-2 Combined
5:00 – 6:00 pm			Running a Successful Youth Program	Final session, wrap up and evaluation
6:45 pm	Reception			
7:00 – 10:00 pm	Banquet and Awards Presentation Guest Speaker Michelle Cundari, Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) "Actively Engaging Women and Girls in Sport"			
<b>Sunday:</b>				
	<i>Sessions at Idylwyld G&amp;CC</i>		<i>Sessions at hotel</i>	
Prior to 8:30 am	Hotel check out			
8:30 – 9:30 am	Session 6	Session 4	Board Member Roles and Responsibilities	
9:30 – 10:30 am			Superior Customer Service	
10:30 am	Wrap up and Evaluation		Wrap up and Evaluation	
10:45 – 12:30 pm			Session 5	
12:30 – 3:00 pm			Working Lunch and Session 6	
3:00 pm			Wrap up and Evaluation	

## Program Offerings

### Curling Club Volunteers

- **Idea Generation- Keys to Running a Successful Curling Club** (Clay Melnike, Marketing Minds Int.)
  - Sharing Best Practices
  - Tools and Templates for Success
  - Trends Within the Sport of Curling
  - Challenges of the North
  - Creating a Marketing Plan for Your Club
- **Embracing Social Media** – Build awareness about curling in your community and with members
- **Running a Successful Youth Program** – Tips and Tricks from Youth Program Leaders
- **Using Floor Curl to recruit new curlers** – a presentation of the Floor Curl equipment and how to use it as a recruitment tool
- **Board Member Roles and Responsibilities** – Do you know what your legal and moral responsibilities are? This presentation will outline what Board members need to know.
- **Superior Customer Service** – How to enhance the curling experience for new and current members/customers

### Coaching Courses:

#### Club Coach

Designed to enhance the skill set of the coach or instructor who functions primarily at the club level but whose teams are starting their competitive experience. **This course will be offered for FREE** (participants must still pay the general registration fee for the conference)

#### Competition Coach

Designed to train an individual to coach medium to advanced performance teams.

#### Make Ethical Decisions:

The training course must be taken to complete your NCCP Competition Coach certification. Consider the differences between legal and ethical decisions and reviewing the 6 step process when confronted with an ethical situation. This session will be offered as part of the Competition Coach course for those who have not taken the formal training.

### Officiating

**Levels 1& 2 Combined:** Training for Timers, Game Observers, Hog Line Observers, Game Umpires, Provincial Event Head Umpires, Review of the Rules of Curling



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