



# **Benefits of Membership for Clubs and Curlers**

***#FearTheMoose***



The Northern Ontario Curling Association (NOCA) is the governing body for curling in Northern Ontario. It is one of 14 Provincial/Territorial Curling Associations recognized by Curling Canada.

Ontario is the only province in Canada that has two curling associations represented at all Curling Canada National Championships.

Northern Ontario has been part of Curling Canada since 1927.

NOCA strives to provide leadership to its members through development, training, and competitive opportunities.

# Our Partner Associations:



- **Curling Canada** is the national sport governing body for curling in Canada.
  - NOCA is one of 14 Member Associations of Curling Canada. The mission of Curling Canada is to encourage and facilitate the growth and development of curling in cooperation with our network of affiliates.
- The **Ontario Curling Council (OCC)** is the Provincial Sport Organization responsible for curling in Ontario.
  - NOCA and the Ontario Curling Association (CurlON) are its two members. The OCC's vision is to be a world leader in the developing of Athletes and programs in the sport of curling in Ontario.
- The **Ministry of Tourism, Culture and Sport** is the Ministry which provides funding to the Ontario Curling Council for delivery of Programs and Services. Some of that funding is then provided to NOCA and CurlOn for program delivery in their respective jurisdictions.





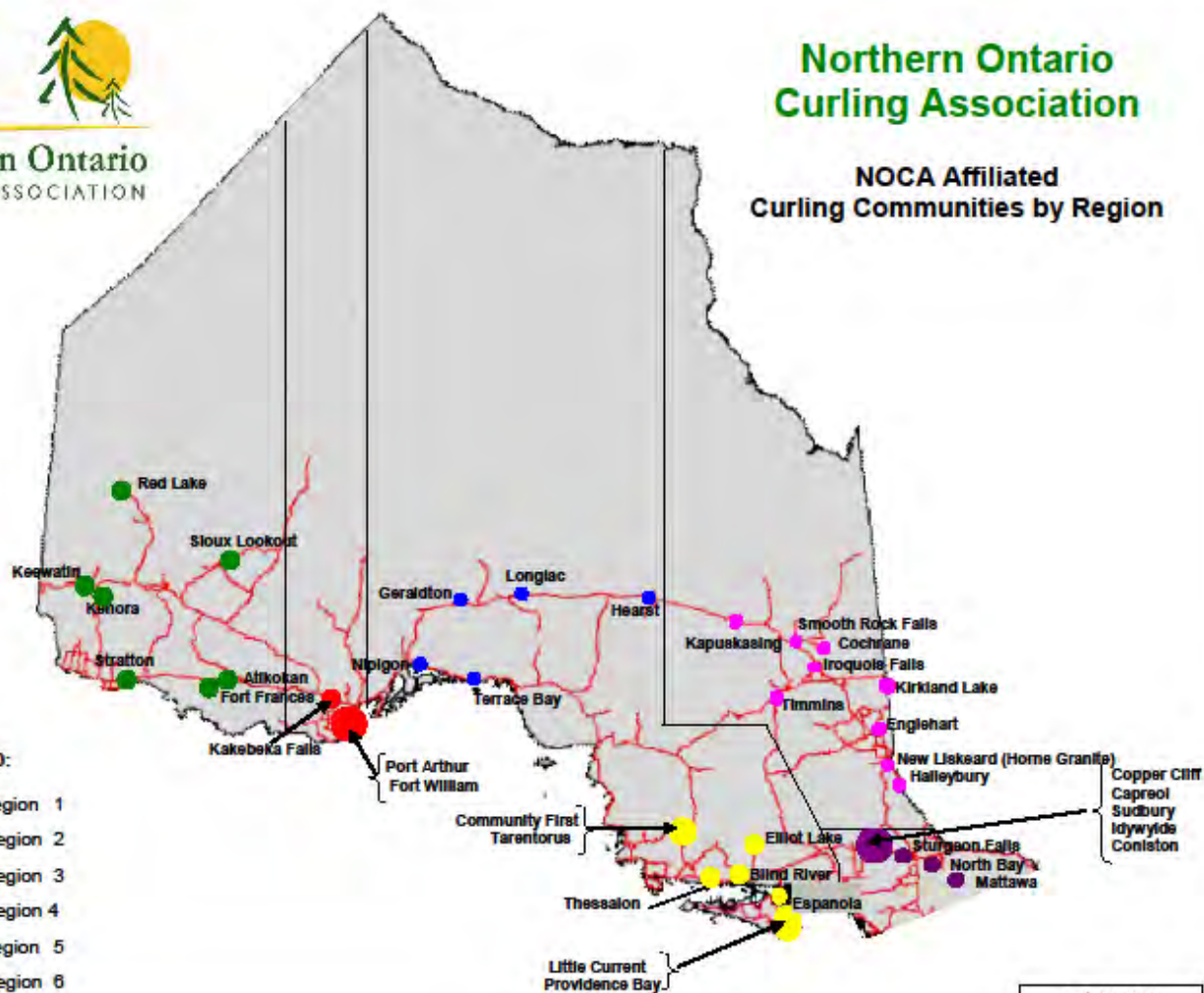
Northern Ontario  
CURLING ASSOCIATION

## Northern Ontario Curling Association

NOCA Affiliated  
Curling Communities by Region

### LEGEND:

- Region 1
- Region 2
- Region 3
- Region 4
- Region 5
- Region 6



Oct. 11, 2016



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[curlnoc.ca](http://curlnoc.ca)

# Snapshot of what NOCA offers to curling clubs and members:

- Training
- Discounts
- Business of Curling
- Awards
- Bringing clubs together
- Hosting opportunities
- Amethyst Curling Camp
- Adult Learn to Curl
- Athlete and Coach Training
- Competitions
- Webinars
- Youth Challenges
- Youth Skills Competition
- Rocks & Rings & Curling 101
- Youth Programs for Clubs
- Jet Ice Logo Contest
- Hit Draw & Tap Championship



## **Our Mission**

**“To promote and develop curling as a recreational and competitive Sport in Northern Ontario.”**

**We want you to be part of our team.**

# NOCA Member Benefits:

## **We can help**

- Assist Clubs to increase participation by providing resource materials and programming ideas
- Grow membership through programs such as Adult Learn to Curl, Rocks and Rings, Curling 101
- Training and development for:
  - Curling Club Boards of Directors
  - Coaches
  - Club Managers
  - Ice Technicians
  - Officials
  - Athletes



# NOCA Member Benefits:

## Working on your behalf:

- Hydro Rate Reduction – Lobby efforts:
  - “In addition, the Debt Retirement Charge will be removed from your electricity bills as of April 1, 2018. This will be a further savings of \$7/MWh or about five per cent for most curling clubs.
  - We are aware that because many curling clubs have been serving their communities for decades, their equipment and building envelope often use dated technologies. The Save on Energy for Business programs provide financial incentives that help businesses to reduce their electricity use and manage costs through energy audits, retrofits and energy efficiency improvements. I encourage member clubs to contact their local distribution companies to learn more.”



# NOCA Member Benefits:

## **Working on your behalf:**

- Infrastructure Canada / Ontario Agreement:
  - Funding for Infrastructure improvements for Recreation Facilities and for Rural and Northern Communities will be available. Lobby efforts by Curling Canada resulted in not for profit curling clubs being approved as eligible for funding.
  - Presentation available for clubs to use to lobby their municipal/provincial governments (to be distributed post meeting)
  - As funding is available, info will be posted and emailed to Club Delegates

# NOCA Member Benefits:

## Discounts and Sponsor Partnerships

### Discounts and Partner Programs:

- Automobile Rentals
  - Up to 25% off car rental from AVIS and Budget
- Discounted rates at Best Western Hotel
- Travelers Curling Club Insurance Program
- BrokerLink Provincial Group Insurance Program
- Rocks and Rings and Curling 101
- Staples Business Advantage



# NOCA Member Benefits: Business Operations



We can help with the business side of your club

- **The Business of Curling \***
  - How to recruit and retain members and volunteers, effective club operations, board governance, strategic planning
- **Club Training Webinars \***
  - Bylaw Do's and Don'ts, Best Practices in Risk Management, Hot Legal Topics for Curling Clubs
  - The Basics of Strategic Planning and Social Media Strategies
  - Incorporation Pros and Cons
- Providing Information about Grant opportunities and Applications
- Providing on going information about Concussion Protocols and legislation
- Assistance with Bylaws and Policies

**\* Only available to NOCA affiliated clubs**

# NOCA Member Benefits: **Business Operations**



- NOCA policies are all available for duplication.
- Bylaw template\*
- Templates for contracts for Employees and Contractors\*
- Information about Rowan's Law and Safe Sport \*
- **\*only available to affiliated clubs**

Contact the NOCA office for templates

# Curling I/O Page1



<https://curling.io/>



## Online Curling Registration

Are you still printing paper registration forms, manually tracking cheques and cash payments, then entering it all into a spreadsheet?

Curling I/O simplifies registration and league management for curling clubs. Ask your member association about us.

If you're a curler just looking to register with a curling club, [you can look for your club here.](#)

### Register Online

Start taking registrations online and securely. Reporting for all types of products included (e.g. curling camps, conferences). Centralized curler database that keeps track of seasonal affiliate and membership fees for you.

You can even import your existing member database.

### Manage Leagues

Manage your leagues and competitions with us. You can assign curlers to teams (integrated w/ registration), create round robins and playoff brackets, setup your draw schedule, and even score the games.

We publish results immediately to your website and can even tweet them.

### Simple Pricing

Our fees are simple and all inclusive. Online payments for 2.9% of the total amount + \$0.30 per transaction. Offline payments are free!

No setup fees and no monthly fees.

# Curling I/O Page 2



[Sign up for a demo](#)

[Close](#)



# NOCA Member Benefits: Tax Receipting Program \*



Does your club need funds for a capital project or a program?

Here is a great opportunity for members, friends of your club, or companies to donate to the program and receive a tax receipt for their donation.

The Ontario Curling Council and the Northern Ontario Curling Association endorse the use of the National Sport Trust Fund – Ontario as a revenue generating program for member clubs for which a charitable tax receipt can be provided for qualifying donations.

Don't miss this great opportunity to build funds for repairs, renovations, upgrades, or new programs.

More information is available at:

<http://www.ontariocurlingcouncil.com/blog/club-development-2/charitable-tax-receipting-program/>

**\* Only available to NOCA affiliated clubs**



**curlnoca.ca**





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### Exclusive Member Only Rates on Credit & Payment Processing Services

We know that every penny counts when it comes to running your curling club! The Northern Ontario Curling Association (NOCA) is pleased to announce a new partnership with Elavon to offer exclusive rates and discounts on credit card and payment related processing for our members.

Elavon's exclusive rates and services for NOCA members will reduce start-up costs and provide extremely competitive rates, making accepting payments affordable and simple. Your customers are looking for convenient and secure payment methods; curling clubs are looking for payment options and regular, secure cash flow for operations. If your current payment processing costs are high, or if you find the thought of implementing a payment processing system daunting, the NOCA partnership with Elavon will help to achieve all these goals.

This is an exclusive offer for Northern Ontario Curling Association members only and the NOCA is proud to support your business!

#### Program Overview:

- Process credit cards for as low as 1.67%
- Process Debit cards for \$0.05
- 24/7 Customer Support
- Free online reporting
- No termination fees
- Gift Card programs
- Loyalty programs
- Event registration programs



Contact us for details on our low credit card rates  
at: 1-866-907-4767

Contact Evalyn Horemans  
[evalyn.horemans@elavon.com](mailto:evalyn.horemans@elavon.com)



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# NOCA Member Benefits: Awards Programs

Celebrate and recognize achievement through the  
NOCA Awards Program:

- Outstanding volunteer
- Club Recognition
- Lifetime commitment to curling
- Outstanding coach
- 8 Ender



Sandra Lahti  
accepts the 2018  
Club Recognition  
Award on behalf of  
the Copper Cliff CC



Christine Denby  
accepts a 2018  
Volunteer Award



Robin Francoeur  
accepts a 2018 Coach  
Award

# NOCA Member Benefits:

## **The voice of curling in the North**



Our goals:

- Bringing members, clubs and the sport closer together
- Ensuring we reach our members and ensuring that our members and member clubs are able to reach us through our vast geography
- Ensuring Northern Ontario is represented at the National level with Curling Canada

# NOCA Member Benefits:

## Hosting opportunities

Yes!! You have seen them on TV and potentially they could be in your club!

- Sign up to host a Regional, Provincial or National Event
  - Men's, Women's, Under 18, Under 21, Seniors, Mixed Doubles, Mixed, Wheelchair, Masters, and Curling Club Championship
- There are fiscal benefits to hosting an event
- Public exposure through media coverage
- Community awareness and partnerships with businesses and organizations
- Contact us to discuss hosting opportunities



# Athlete Development: Amethyst Curling Camp



- 2019 marked the 23<sup>rd</sup> anniversary of the Amethyst Junior Curling Camp and it celebrated for the second year in a new location: North Bay.
- The 2020 Amethyst Camp takes place June 29 – July 3.
- Classroom and on ice activities include:
  - Delivery analysis, Sweeping analysis, Practice drills and games, Physical training, Nutrition, Mental toughness, Team Dynamics, Game Strategy and Tactics, and much more.
- Bursaries are available to assist with the registration fee for campers who would otherwise be unable to attend due to financial need.
- Stay tuned to the website and FaceBook page for announcements about the 2020 camp.

Visit [amethystcurling.com](http://amethystcurling.com) for more information



# Athlete Development: Training

## Challenge Cups:

Offered in the spring of each year for youth curlers in partnership with the Ontario Curling Council.

## Youth Challenges:

Provide a training opportunity to younger teams looking to build their experience without the formal process of entering playdowns.

At least 7 Youth Challenges are held annually.

## Next Generation Training and Funding:

Ensures that a progressive stream of athletes and coaches are being trained to standards required to win Olympic and World Championships.



# Athlete Development: Competitions

Events for every level of the Long Term Athlete Development Plan:

- U18 – Regions, Qualifiers, Provincials
- U21 – Qualifiers, Provincials
- Men – Qualifiers, Provincial
- Women – Provincial
- Mixed – Provincial
- Seniors – Qualifiers and Provincials
- Masters – Provincial
- Mixed Doubles – Provincial
- Curling Club – Regions, Provincial
- Wheelchair - Provincial





# Coach Development:

## Webinars:

Held through the season to provide coaches with resources and opportunities for Coach Professional Development points.

## Coach Training: \*

- Club Coach Youth
- Club Coach
- Competition Coach
- Train the Trainer (Adult Learn to Curl Program)
- Next Generation Coach Apprenticeship Program

\* Only available to NOCA affiliated clubs



# Officials and Ice Technician Development:

## Officiating Courses: \*

- Level 1 Officiating
- Level 2 Officiating
- Officiating Refresher Courses



## Ice Technician Courses: \*

- Level 1 Ice Technician
- Level 2 Ice Technician
- Ice Technician Refresher Courses

- **Registration fees for non-affiliated clubs**  
**Includes a 50% surcharge**



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# Hit, Draw, Tap: Presented Tim Hortons

## Youth Skills Competition

HDT is an exciting youth skills competition for kids of any ability or experience, ages 6 – 13. Kids will improve their Hit, Draw and Tap skills. The difficulty of each of the skills is adjusted to suit the age of the participants.

Participants compete within their local club – and repeat each skill 5 times for a total score that is compared against others in Northern Ontario on a “Leader Board” with the top 5 curlers in each age group competing in the Hit Draw & Tap Championship at one of the major 2020 NOCA provincial championships.

(Players unable to travel to the Championship will submit their scores prior)

Prizes will be awarded to the top three scorers in each age group at every participating club.



Liam Nephin  
from  
Geraldton ...  
the youngest  
winner



Kenora Curling Club winners

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# Rocks and Rings

- Through a partnership with Rocks and Rings, NOCA clubs can access the popular Rocks and Rings program at a discounted rate.
- In the 2018-19 season, over 2300 students took part in a classroom session of Rocks and Rings in Northern Ontario.
- 4 communities also received a **Curling 101** day where students who had participated at their school in a Rocks and Rings class took their parents to the local club and learned to curl on ice helping clubs grow their membership and participation
- More clubs and communities will be targeted in the 2019-20 season



Rocks and Rings  
and  
Curling 101 in Kenora



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# Programs to Recruit New Members



# Recruitment Programs:

- **Adult Learn to Curl Leagues/Programs**
- **Doubles Curling:**
  - Tools will be available in late summer
  - Great way to attract new curlers

# Development Programs:

- Adult Learn to Curl
- Under 12 Learn to Curl \*
- Under 18 Learn to Curl \*
- Move, Think, Learn (PHE Canada resource) \*
- Inter Club Leagues \*
- Canadian Olympic Activity Challenges \*
- Triples \*

**\* Only available to affiliated curling clubs.**





# We have much to be proud of ...

Current and past Champions at all levels  
to name but a few ...



Northern Ontario  
CURLING ASSOCIATION

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# NOCA Staff and Board of Directors:

**Leslie Kerr**, Executive Director

**Bonnie Bjorkman**, Administrative Assistant

**Andrea Ronnebeck**, Education Manager North

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**Michael Szajewski**, President & Director at Large

**Hayley Smith**, Vice President & Region 1 Director

**Jim Turner**, Secretary Treasurer

**Heather Houston**, Region 2 Director

**Karen Saarimaki**, Region 3 Director

**Candace Sharpe**, Region 4 Director

**Amanda Gates**, Acting Region 5 Director

**Stephen Meunier**, Region 6 Director

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**curlnoca.ca**

# NOCA belongs to you

NOCA represents all curlers and curling clubs in Northern Ontario. As our mission statement reads:

**“To promote and develop curling as a recreational and competitive Sport in Northern Ontario”**

- If you are an affiliate club, we want you to remain a member club
- If your club is not affiliated, we want you to join our team
- Membership is only **\$17** per curler per year (this includes the \$2/member Curling Canada fee)
- **Lets all CURL up in Northern Ontario with a united mission to ensure our clubs are full and financially sustainable for the future.**