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### Canadian Direct Insurance Benefits BC Championship

When the province's top curling teams play in Penticton next February for the right to go to the Brier, they'll be playing in the "Canadian Direct Insurance BC Men's Curling Championship."

As the event's title sponsor for the next three years, CDI will become familiar to BC curling fans with its logo on the ice, walls, competitors' jackets, awards and promotional materials.

With the final televised live on Shaw Cable, those images will reach thousands of curling fans – a highly desirable demographic. CDI, a subsidiary of Canadian Western Bank, will also have commercial spots on both the men's and women's BC finals.

The CDI logo will be featured prominently on the Curl BC website for the next three years, with a link to its own site. The new sponsorship

agreement provides annual financial support to the championship event and ongoing support to the Sandra Schmirler Foundation as well as



potential savings to curling club members across the province. CDI will donate one percent of all insurance premiums it receives from Curl BC members to the Schmirler foundation, which supports neo-natal care. CDI will kick-start that effort with a \$5,000 pre-payment this season.

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## CDI benefits BC Curling

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Curl BC members will also receive a 10-percent discount on home insurance purchased through CDI, said Nigel Easton, vice president of Curl BC and manager of the Langley Curling Club where the seeds were planted for the new title sponsorship.

The Langley club had approached CDI's parent company, Canadian Western Bank, to support the men's provincials held there last year, and put on several events for the sponsors, who happened to include the head of marketing for CDI.

"We put on a novice 'spiel for the sponsors, and they got hooked on the game. That's where it all started," Easton said. "They really thought it would be a good mix – and it IS a good mix."

## Provincial finals are live again on Shaw Cable network

The men's and women's curling finals will be broadcast live on all Shaw TV network stations in BC for a second straight year. The women's final will be televised Jan. 27 from Trail and the men's on Feb. 10 from Penticton.

"We're thrilled to have Shaw involved. We had great feedback from all over the province last year," said Curl BC President Terry Vandale. She expects the broadcasts to look more polished this year with the knowledge gained from the first experience.

Commentators Melissa Soligo and Rick Folk will be back with their wealth of curling knowledge – but this time they'll be decked out in matching jackets that should appeal to viewers and represent Curl BC in style, Vandale said.

The televised finals create more interest in curling from the public, she said, "and it brings in more sponsors when they see that CDI (Canadian Direct Insurance) and Best Western get their logos in-ice."

## *New Curl BC coordinator named for competitions and communications post*

Curl BC filled the newly created position of competitions and communications coordinator in September with the hiring of Thomas Friesen, a Winnipeg native who worked as a reporter and editor at several California newspapers before returning to this country 10 years ago.



"There was a lot I missed about Canada, but probably nothing so much as curling," said Friesen, who played the game for 11 years before heading south to college in Kansas.

Now he indulges his passion three nights a week at the Marpole Curling Club.

In his new position Friesen will help organize Curl BC's 80-plus competitive events each year and prepare its press releases, newsletters and yearbook.

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## New staffer at Curl BC

(from page 2)

“It will be challenging,” he said on his first day of work. “But everyone at the Curl BC office is tremendously helpful, and I look forward to talking with curlers from all over the province and working with BC’s great club volunteers and managers.”

“I am very excited about Thomas joining the Curl BC Team. He brings some very strong skills to this position and will be a great asset to our competitions and our communications sectors,” said Ian Hennigar, Curl BC’s executive director.

Readers can reach Friesen with their comments, questions and story ideas at [compandcommunications@curlbc.ca](mailto:compandcommunications@curlbc.ca) or at 604-737-3040.

## Championship Ice Making courses set for fall season

The two-day courses are designed to improve the quality of club curling ice through a combination of detailed classroom sessions and practical activities.

Course conductors Dave Merklinger and BJ Gagnon are both Level 4 Ice Technicians with a wealth of experience providing ice for most CCA Season of Champions events plus many international championships.

Although designed for ice technicians, the courses could benefit club managers and board members as well by providing a full understanding of the complexities and requirements, including time and equipment, for providing great ice at any club rink.

The courses will again be offered FREE to Level 1 and Level 2 ice technicians connected with Curl BC-affiliated clubs. The cost for participants

whose clubs are not affiliated is \$250. Completion of the course leads to a CURL BC CERTIFICATE OF RECOGNITION.

Participants will learn to make, maintain and troubleshoot ice along with learning new ideas and procedures for such things as scrape patterns, pebbling techniques and temperature regulation. More information and registration forms are available on the Curl BC website

### Ice Technician Courses

#### **Championship Ice Making**

[Oct. 13-14, North Shore](#)

[Oct. 20-21, Chase](#)

[Oct. 27-28, Vanderhoof](#)

[Nov 3-4, Revelstoke](#)

[Nov 17-18, Grand Forks](#)

[Nov. 24-25, Glen Meadows](#)

## Learning the ropes –and the rules

Curl BC officiating courses will be taught at the Alberni Valley and Trail curling clubs in support of the juniors and women’s provincial championships.

[Level 1 - Alberni Valley Curling Club Dec. 1, 2007](#)

[Level 1 - Trail Curling Club - January 12, 2008](#)

[Level 2 - Trail Curling Club - January 13, 2008](#)

## Coach certification program takes “hands-on” approach

The National Coaching Certification Program is changing the way coaches are trained in more than 60 sports, including curling.

New titles and course names reflect the move to a more “hands-on” approach. For example, the Level 1 Technical Course is now called Club Coach.

Course conductors are called learning facilitators to reflect changes in how the

content is delivered, said Lynne Jambor, Curl BC's member services coordinator and a course conductor since 1999. "The content is now project oriented so the facilitator is not just a teacher in a classroom."

This activity-based approach represents a "shift in emphasis from 'what a coach knows' to 'what a coach can do,'" according to the Coaches Association of BC. In NCCP workshops, coaches learn to plan effective practices, design meaningful season plans and teach sports skills.

Overseeing the shift for our sport is Curl BC's new Master Learning Facilitator Karen Watson, who replaces long-time Master Course Conductor Al Kersey.

Curling coaches and potential coaches can follow one of two learning streams – competition and community sport – that are further divided to focus on levels of skill development from novice to high performance.

This season, NCCP workshops or courses cost \$25 for club youth coach, \$120 for club coach, \$150 for Level 2

Technical and \$300 for Level 3. In the Kootenays and Northern BC those costs will be 75% subsidized with a grant from the SportsFunder lottery.

Following are the dates and locations of NCCP workshops and courses. More detailed information is available on the Curl BC website.

**Club Coach Youth Workshops**

[North Shore Winter Club - Oct 13 \(12:30-5pm\) and Oct 20 \(12:30-5pm\)](#)

[Juan de Fuca CC - October 20](#)

[Merritt CC - October 27](#)

**Club Coach Workshops**

[Grand Forks CC - October 13-14](#)

[Nanaimo CC - October 20-21](#)

[Chase CC - October 20-21](#)

[North Shore Winter Club - October 27-28](#)

[Gibsons CC - October 28-29 \(Sunday & Monday\)](#)

**Level 2 Technical Courses**

[Valley CC in Cloverdale - October 12-14](#)

[Grand Forks CC - October 26-28](#)

[Nanaimo CC - November 2-4](#)

[Cranbrook CC - November 2-4 - proposed](#)

[Smithers CC - November 23-25](#)

## Olympic hopes drive championship change

The men's provincial championship this season will feature two more teams than in the past. The move to a 10-team field in February 2008 will give curling fans in Penticton a chance to see 17 extra games as the top players in BC battle for a Brier berth.

Eight teams will again advance to the championship through regional playdowns, but this season they will be joined by the defending provincial champion Dean Joanisse team and the 2007 BC leader in Canadian Team Rating System (CTRS) points.

A Curl BC survey last year found support among competitive curlers for the expanded format - and it should be popular with fans - but Olympic ambition was the main catalyst for change.

"It's a way to help get BC teams to the Olympic trials," said Terry Vandale, president of Curl BC. For example, "Dean Joanisse's team can now travel to other provinces to collect CTRS points on weekends instead of competing locally to reach the provincials. That could be five weekends."

Berths in the Canadian Olympic Trials are based largely on CTRS points, which are awarded for high finishes in registered cash spiels, Canada Cup qualifiers, Grand Slam events, provincial, national and world championships, the Strauss Canada Cup of Curling and the Players Championship.

The Curl BC survey found that the 10-team option was most popular among male elite curlers but that competitive women preferred the status quo. They will continue to qualify for the eight-team

provincial Scotties tournament solely through regional playdowns and the back-door event.

In order to return to the provincials as defending champion, a team must have at least three of the same players. The Joannis team clearly qualifies this season, Vandale said.

If there were no qualified defending champ, that berth would go to the second-place BC team in CTRS points, according to Jim Mann, a Curl BC board member and co-chair of the competitions committee.

He noted that there is one more hurdle for teams to clear in order to qualify for the provincials with CTRS points: They must be among the top 50 point-getters in Canada between Jan. 1 and Dec. 1, 2007.

But that requirement is unlikely to narrow the field as seven BC teams reached the top 50 during the 2006-07 season, according to the Canadian Curling Association.

## New Curl BC Executive

Curl BC has a new executive elected by its board of directors at the annual general meeting in Richmond.

President Terry Vandale of Elkford replaces two-term president Judie Roberts of Nanaimo  
[tvandale@telus.net](mailto:tvandale@telus.net)

The vice presidents are  
**Nigel Easton** of Langley: [nleaston@shaw.ca](mailto:nleaston@shaw.ca) and  
**Ross Radford** of Fanny Bay:  
[radfordatseashore@shaw.ca](mailto:radfordatseashore@shaw.ca)

**Judy MacKinnon** of Surrey is the treasurer:  
[judy\\_mac@telus.net](mailto:judy_mac@telus.net)

**Heather Lindsay-Lecuyer** of Nanaimo is the secretary:  
[hlindsay@shaw.ca](mailto:hlindsay@shaw.ca)

## Bear Mountain Curling Classic April 3<sup>rd</sup> -6<sup>th</sup>, 2008

### ULTIMA WORLD CURLING TOUR EVENT

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Bear Mountain Arena is hosting the best curlers in the world at this Four Day Event

**24 Teams – 8 Qualifiers**  
**Entry Fee: \$1500.00 per team**  
**\$ 81,000 total in Prize Money**

**Place:** Juan De Fuca Recreation Centre,  
Victoria, BC, Canada

**Tickets:** Event Pass: \$75.00 (End Seating),  
\$64.00 (Side Seating)  
Prices include G.S.T and services charges  
Day passes may be sold during the event

**Ticket Info:** Now on sale:  
Sold at the Duncan, Juan de Fuca  
and Victoria Curling Clubs  
Call or e-mail their web sites.

**Contact:** Al Sutherland – (250) 474-0950

To support this unique event or for more information please visit our web site:

[www.bearmountainarenacurlingclassic.com](http://www.bearmountainarenacurlingclassic.com)