



# BCIMCA 2014 FALL NEWSLETTER

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**Pres:** Jim Skrenek, Vernon; **Past Pres:** Vern Ronmark, Creston; **Sec/Tres:** Linda DeBelser, Vernon

**Zone 1 Director:** Paul Beattie, Grand Forks      **Zone 1 Asst. Director:** Bill Maslechko

**Zone 2 Director:** Lorne McIntosh, Kimberly

**Zone 3 Director:** Norm Tiltman, Kelowna

**Zone 4 Director:** Bill Gawiuk, Vernon

*Our 2014-15 Masters Curling Season is off to a great start, with membership projections again predicting a further increase. Our AGM was held this week at Grand Forks and we enjoyed strong appreciation for progress made in 2013-14 and endorsed support for our target priorities in 2014-15.*

*This edition of our Newsletter will focus on membership numbers, upcoming Zone Playdowns, the 2015 Combined Championship; and BCIMCA program priorities for 2014-15.*

## **MEMBERSHIP**

*Last year our membership topped 1,365 which saw the addition of **192 new members**, largely from the ladies, as we introduced our first ever BCIMCA Ladies Championship. We are proud to say that 26% of our BCIMCA membership is comprised of lady master curlers.*

*The BCIMCA Executive is also proud to announce that the **Kamloops Curling Club and its daytime master curlers league has joined the BCIMCA** in November, 2014. This will mean an additional 65 – 80 new members. This is considered a major and welcome addition to the BCIMCA and to the voice we provide provincially to Masters Curling in B.C. We applaud the tireless efforts of Zone Director, Bill Gawiuk, in his hard work in bringing Kamloops into the fold.*

Zone Director Paul Beattie and President Jim Skrenek continue to have dialogue with master curlers executive at the Beaver Valley Club. Zone Director Lorne McIntosh continues discussions with Sparwood, Elkford and Invermere. And Zone Director Bill Gawiuk is having further discussions with Enderby.

## **2015 BCIMCA ZONE PLAYDOWNS**

Last year we had 48 teams competing in Zone Playdowns. A total of \$6,640 was collected through team entries and ALL of these monies were re-distributed to teams advancing to the BCIMCA and Combined Championships to help off-set travel costs. Entry fees collected by event category remain within this group for distribution, with those having further to travel receiving slightly more of the funding. Therefore it stands to reason that the more teams we have entering Zone Playdowns, the more money there is for teams advancing to the championships.

Our "Summer Newsletter" and our new website addition "Salute to our Champions" is an effort to recognize our Zone winners, our champions, and hi-light many of the activities at the Combined event. As we all know....any team can beat another on any given day and every team is capable of winning a Zone. The Combined has turned into an exceptional experience of fun, enjoyment, friendships, excitement, curling within a social atmosphere. Some have said its getting to be like a "Grey Cup party". The addition of the ladies championship at the Combined has served to brighten the energy and excitement.

Zone Directors and Team members from previous Championships are encouraged to do whatever they can to increase Zone Playdown entries. We don't want the Combined championship to become "a best kept secret" until we are too old to take part on the ice.

Zone Playdown dates for 2014-15 are close to being confirmed. Following is a listing of playdown dates and locations by Zone. As dates become confirmed, we will be posting updates on our website.

<b>ZONE 1</b>	60+ Master Ladies 60+ Master Men 70+ Master Men 60+ Master Mixed		
<b>ZONE 2</b>	60+ Master Ladies 60+ Master Men 70+ Master Men 60+ Master Mixed		
<b>ZONE 3</b>	60+ Master Ladies 60+ Master Men	January 26-28, 2015 January 26-28,2015	Osoyoos Osoyoos

	70+ Master Men 60+ Master Mixed	January 19-21, 2015 January 19-21, 2015	Kelowna kelowna
<b>ZONE 4</b>	60+ Master Ladies 60+ Master Men 70+ Master Men 60+ Master Mixed	February 7-8, 2015 January 20-23, 2015 February 16-18, 2015 February 23-26, 2015	Armstrong Salmon Arm Kamloops Vernon

## **2015 COMBINED CHAMPIONSHIPS**

*The **Richmond Curling Centre** is host to this years Combined Championship **March 31 – April 3, 2015**. Planning is well underway for this event by Dale Gregory and the rest of his PCMCA team. As more details become available we will post these on our website and provide a “link” to the event host. Richmond has 8 sheets of curling ice and ALL Combined Events will take place here. The rink will certainly be a busy place with lots going on – on the ice and off. It should be a real social atmosphere.*

***This will be the first year we will now have a Combined 60+ Mixed and a Combined 60+ Ladies Championship**, something we have all longed for. With this....Masters curling has just taken another huge step forward.*

*Like the Men’s Combined, the Ladies and the Mixed will also each play a round-robin format involving teams from both the PCMCA and BCIMCA, with Championships awarded to the team having the best record against its Association teams (a BCIMCA Champion and PCMCA Champion respectively), and to the overall Combined Championship for each event.*

*Having all Combined events run at the same time with one “Opening Ceremonies, Meet and Greet, Gala and Awards Banquet” optimizes efficiency, effectiveness and economics. In some instances a “host” Association will be able to hold the event at one curling center, in other instances the “host” Association will run the event using two or more curling centers with one hosting the Gala Awards Banquet. Host clubs stand to make a considerable profit in hosting a Combined Championship event, and it is intended to spread the host opportunity around to various clubs within a “host” Zone. As we saw in Salmon Arm in 2014, the addition of the Ladies Championship greatly increased the social atmosphere, the energy at the event, and made for a “Gala Banquet” that really had a festive atmosphere.*

## **THE PCMCA MEMBERSHIP NOW INCLUDES THE LADIES**

*Partly due to the huge success of the BCIMCA introduction of a Mixed Championship in 2010 and a Ladies Championship in 2014, the PCMCA are following our lead and embracing the ladies in their membership in 2014-15. This is fantastic news and really offers Lady and Mixed teams a BC grown Combined Masters Championship.*

*The addition of two more Combined Events will really strengthen organization ties, broaden friendships, and increase curling opportunities for master curlers in our two organizations.*

*The Richmond Curling Centre should be a “hopping place” when they host the Combined. You don’t want to miss the opportunity to be there, so just like buying a lottery ticket, you don’t have a hope of being there as a team unless you enter your team in the Zone Playdowns.*

## **BCIMCA PRIORITIES FOR 2014-15**

*This is going to be another busy year for you’re the BCIMCA, as we have many challenging initiatives underway.*

*First and foremost is continuing to increase our efforts and our effectiveness in communicating with our membership. We are striving to keep members up-to-date and informed, as well as provide them with opportunity for input to the Association. We recently updated our **BCIMCA Brochure** and printed another 500 copies, available through your Zone Director or members of the Executive; we have updated our [www.BCIMCA.ca](http://www.BCIMCA.ca) website with a section “Saluting our Champions”; we continue to provide informative and timely **Newsletters** with all issues posted on our website; and Zone Directors continue to engage clubs and members in their respective regions for input and feedback.*

*The PCMCA and BCIMCA Executive are continuing its efforts to seek a major sponsor(s) for its overall masters curling program. A **Sponsorship Package** has recently been developed between our two organizations and we are now in the process of developing a short Action Plan that will identify who, what, when, where we target prospective sponsors. The “draft” **Action Plan** will be presented and discussed at this years Joint Meeting in Richmond on April 2, 2015.*

***Maintaining and increasing our membership** is an ongoing priority. Our goal is to increase our overall membership by 10% by 2017-18. The recent announcement of Kamloops joining the BCIMCA is a huge step in this regard. However we still need to attract other Interior clubs into the BCIMCA “family”.*

**Increasing team participation in Zone Playdowns** is another priority....one that is considered critical to our long-term success by providing more dollars to offset team expenses going to the Combined Event. Records indicate that in 2014 we had about 17% of registered members taking part in Zone playdowns. It would be nice to see this number reach 25%.

**Enhancing our partnership with Curl BC.** Curl BC continues to reach out and engage the PCMCA and BCIMCA in providing input to their Strategic Plan and programs that involve master curlers in this province. This past year Curl BC and the PCMCA/BCIMCA have strengthened the Curl BC Strategic Plan to more fully embrace master curling membership and programs across BC. The PCMCA and BCIMCA have assisted Curl BC in the development of their “First Rock Campaign” aimed exclusively at the 50+ curler. We have provided input, Curl BC has provided staff, resources and finances to development of a “CURLING For Adults 50+ Give it Your Best Shot” pamphlet, including newspaper ads and posters – our joint logo appears with Curl BC on the materials. Our two Association Presidents presented a workshop on Masters Curling at the June 2014 Curl BC Annual General Meeting; and we are taking the lead in developing an Operational Plan aimed at increasing membership, participation, opportunities for 50+ curlers. Masters curling is a two-way street .... Curl BC has interests in our success and we in theirs, as it is all aimed at the betterment of masters curling and our combined memberships. Curl BC continues to provide the “host” Association of our Combined Championships with an annual contribution of \$3,000, being our current largest sponsor.

**We recently held our AGM on December 2, 2014 at the Grand Forks Curling Centre.** A special thanks to Lawrence Valentine and the Grand Forks Curling Center for hosting this years AGM and in providing the terrific lunch. At this AGM the BCIMCA Executive was asking for member club support to our Executive’s motion to amend By-Law #15 to allow holding of the AGM anytime within the fiscal year (June 1-May 31) rather than current wording which restricted it to 6 months of the fiscal year- end. This motion was passed by the membership.

**The Executive is also considering the merits of holding our AGM on the second evening of the Combined Championship event.** There are several reasons for this: The Combined event will now have 4 teams competing from each of our 4 Zones (80 curlers + other members in attendance) which gives us a equal representation from across all 4 Zones, will involve men and ladies, and will represent a large cross-section of curling centers and curling backgrounds. It will also be timely, since the Joint Meeting with the PCMCA is the day following. It will give our membership opportunity to form BCIMCA support or otherwise for agenda items.

**We are interested in your feedback - please contact any member of our executive with your constructive feedback, comments, suggestions. We are committed to**

*make your organization the best it can be in the interests of serving our daytime/retiree curling membership.*

***Look for our Winter (mid-season) Newsletter in early January***