

INVESTING IN THE PRESENT

selling our product....



Sell the entire experience!

EDMONTON JOURNAL

Edmonton:
Magically
delicious was
already taken



Home News Opinion Business Sports Entertainment Life Health Technology Travel

Calgary Curling Club manager finds keys to market 'hidden secret'

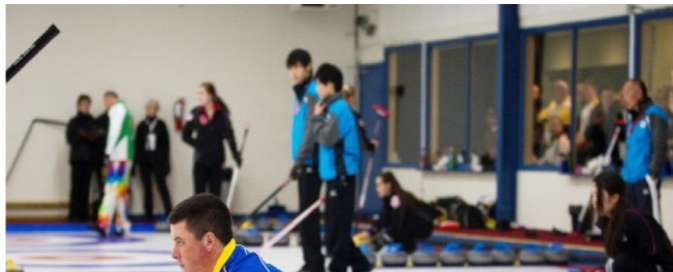
Bob Laycock brings golf course philosophy to curling clubs

BY NORM COWLEY, EDMONTON JOURNAL APRIL 15, 2015

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STORY

PHOTOS (2)



MORE ON THIS STORY

- While curling is fun, running a club is serious business
- Edmonton's Shamrock Curling Club creates haven for novice curlers

- Selling the wrong product!
- **Afraid to raise prices!**
- “If you make the places nice and people want to hang out, there’s a market.”
- **“We are making it easy for them”**
- “It’s all about activity, increasing activity, increasing groups and making it a place that people want to be,” Laycock said.

Sell the entire experience!



#ChooseYourAlberta



Edmonton's Shamrock Curling Club creates haven for novice curlers



Shamrock Curling Club general manager Chris McTavish is a philosophy professor who fell into the job a couple of years ago and turned the Edmonton... [more](#)

- 'Good ice, cold beer, friendly atmosphere' keep to that principle.
- **Start fun leagues geared toward social activity, beginner curlers and six-end games. Shamrock is a haven for novice curlers, now about two-thirds of the membership.**
- McTavish has also tried to create a feeling of community within the club.

Sell the entire experience!

EDMONTON JOURNAL

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While curling is fun, running a club is serious business

Northern Alberta Curling Association's Business of Curling seminar offers valuable tips, tools

BY NORM COWLEY, EDMONTON JOURNAL APRIL 15, 2015

[f Recommend](#) 15 [Tweet](#) 13 [g+1](#) 1 [Pin it](#) [Comment](#) 0 [ShareThis](#)

STORY

PHOTOS (4)



Crestwood Curling Club general manager Darcy Hyde says his club has taken a solid business approach since attending its first NACA Business of Curling seminar in 1999.

Photograph by: Bruce Edwards, Edmonton Journal

MORE ON THIS STORY

- Calgary Curling Club manager finds keys to market 'hidden secret'
- Edmonton's Shamrock Curling Club creates haven for novice curlers

STORY TOOLS

[E-mail this Article](#)

[Print this Article](#)

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SPOTLIGHTS

One of our big goals was to get our building looking like a building from the 2000s.....repairing it, getting it more energy efficient, replacing equipment so we don't have high utility costs."

"Our fees are among the highest in the city," he pointed out. "We realize that all of those things come at a cost. If we're continually trying to improve our facility, we need to charge our members accordingly so we can continue to do those improvements."

What Is An Overall Experience

**It's not
2 hours of
cold!!!**



Benefits Of Curling

- Meet people and play with friends ✓
- Curling is great exercise ✓
- Curling is very affordable
- People of any age or ability can play ✓
- Play against great competition ✓
- Curling is fun! ✓
- Two Minute Guide To Curling

WHAT HAS CHANGED?

THE GAME

- better ice & stones
- no lift delivery & push brooms
- curling shoes & clothing
- hours & hours & hours of TV
- Olympics & world wide interest



WHAT HAS CHANGED?

TECHNOLOGY & SOCIETY

- alcohol
- television & the internet
- new sports (X-Games)
- accessible activities
- aggressive competition
- costs



What Is A Quality Experience?

- **PROGRAMS YOUR CUSTOMERS WANT**
- **SUPERIOR PLAYING CONDITIONS**
- **INVESTING IN ADULT INSTRUCTION**
- **FIRST CONTACT / EVERY DAY CONTACT**



WHY WE'RE STUCK





Come
see Us



Kitchens & Bath

Electrical



**Saturday
September 10th**



Canada's Oldest Active Curling Club

WE NEED CURLERS!

OPEN HOUSE

Friday, Sept 22

7:00 PM

Everyone welcome!

FREE INSTRUCTION

Saturday Sept 23 from 9:00 – 5:00 pm

Call manager at 555-555-5555

Anytown CC, 55 Main Street, Anytown



Customers Engagement ...

- ✓ New buzz word
- ✓ Means different things to different people
- ✓ For some, it's about engaging online (website visits, social media mentions, opening e-mails, likes, etc.)
- ✓ For others, it's about keeping people active and enthusiastic as you carry out of the business

Website Engagement

- ✓ Engaging members through your website
 - ✓ Website is still your primary identity online
 - ✓ Go to it for information, news, register (& pay), schedules
 - ✓ Helps to create a positive 'first impression'



Tips

- ✓ Obviously build a website ... and if you have one, make sure it's fresh ... would you visit it?
- ✓ Professional design; easy navigation; answers to common questions
- ✓ Sharable content & updated content
- ✓ Two-way communications methods: blogs, forums, mini surveys,

Social Media Engagement

- ✓ Engaging members through social media
 - ✓ Means through which you can attract new members to your website
 - ✓ Get your members to 'like' you



Why Social Media?

https://www.facebook.com/pages/Silver-Fox-Curling-Yacht-Club/206843349372392

facebook curling

Silver Fox Curling & Yacht Club

Danny Home 12



Silver Fox Curling & Yacht Club
Sports & Recreation

Liked Following Message

Timeline About Events Reviews More

Why Social Media?



Things to post on Facebook

Put members' content to work:

- **Encourage them to share their experiences**
- **Have a contest for best video posted**
- **Search other curling Facebook pages to see what they are doing**

Search for people, places and things



Write a comment...

**Canadian Curling Association**

Regular Curling.ca column Around the House checks in at the Vancouver Curling Club and the start of their 100th Anniversary season. Let the festivities begin! <http://bit.ly/SnF5VM>



Like · Comment · Share ·



23



4 ·

5 hours ago via Sprout Social ·





Marpole Curling Club shared a link.



**Marpole
Curling**

Thanksgiving dinner | Marpole Curling Club

marpolecurling.ca

Marpole Cafe's famous Thanksgiving Feast is quickly approaching! On Monday, October 8th from 6-8pm Thanksgiving dinner will be available at the club cafe.



Like · Comment · Share ·  2 · 15 hours ago via twitterfeed · 



Team Homan shared The Ottawa Curling Club's photo.





Search for people, places and things



Fort William Curling Club

Another picture of ice installation progress from ice guru Brent Adamson. Looks good!



Things to post on Facebook

WINTER  COMING





Women's Grand Aggregate Winners Team Pott



A team with personality & curling skills!

The La Salle Curling Club thanks all of the Women's teams that curled on Thursday nights for the 2015/2016 Season.

We look forward to seeing you all again next year, along with many more!

www.lasallecurlingclub.ca

www.facebook.com/LaSalleCurlingClub

Personalized Engagement

- ✓ Reach out and ... visit
- ✓ Tell stories about great members, great clubs, great experiences
- ✓ Solicit feedback (surveys can be useful) and act on the most important ones
- ✓ Say thank you
- ✓ Recognize performances and contributions

Challenges to Engagement

- ✓ What are some of the challenges **YOU** face in engaging your customers?



CHALLENGES
AHEAD

Good Practices

- ✓ What are some of **YOUR** great practices that can keep customers engaged and attract new ones?



good for us all



Go! CORNWALL

Come Try Curling Event!

Cornwall Curling Club

The Town of Cornwall, Go! PEI, and The Central Region Sport and Recreation Council is inviting you to
COME TRY CURLING! FREE!!

Hot Chocolate and Snacks will be provided.

This is for all ages as everyone is welcome for a fun filled afternoon of curling with friends and family!

Saturday, March 29, 2:00 pm – 4:00 pm



29 Cornwall Rd. Cornwall, Prince Edward Island

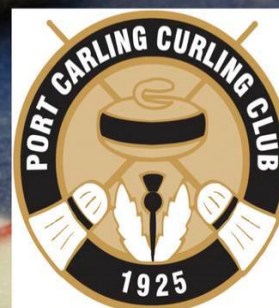
INTERESTED IN TRYING
AN EXCITING WINTER SPORT?

TRY CURLING!

**NEW MEMBERS PAY ONLY
\$135 FOR THE 2014-15
SEASON!**

**SOCIAL LEAGUES, WITH ON-
ICE INSTRUCTION AVAILABLE
ALL SEASON!**

**STAY ACTIVE & HAVE A
BLAST PLAYING CANADA'S
GREAT ROARING GAME!**



PORTCARLINGCURLING.CA



Curling Rocks!

**REGISTER
NOW** FOR
MID-OCTOBER
START!

**Curling is Easy to Learn
and Fun to Play!**

Morning Leagues Monday thru Friday
7 Week Trial Memberships Available
for as low as \$47



**Sunday
Youth
Leagues**
Kids 6-12 Yrs

**THE CLUB AT
NORTH HALTON**

www.nhgcc.ca

You Belong Here!

(905) 877-5236

Corner of Maple & Trafalgar

WHO SAYS YOU CAN'T BE A ROCK STAR



CURLING OPEN HOUSE

TRY CURLING. HAVE FUN.

WHERE:

Potomac Curling Club
at the Gardens Ice House
13180 Old Gunpowder Road
Laurel, Maryland 20707

WHEN:

Saturday February 8, 2014
9:00 AM – 3:00 PM
Sunday February 16, 2014
11:00 AM – 4:00 PM

Cost: \$10 per person • \$20 per family
Includes equipment rental and on-ice instruction.
Dress warmly and wear clean, soft-soled shoes or sneakers.
Ages 5 to adult.



Register at www.curldc.org

**GET
READY
TO
CURL!**



**International
Curling Club of Osoyoos**
icccurling@gmail.com
www.osoyooscurlingclub.com
250-495-7733

FREE: Learn to Curl Instruction for Beginning Adults of all Ages

October 1, 2, and 3rd 7-9pm

CALL BETTY 250-495-8166 TO REGISTER

REGISTRATION NIGHT & FREE PRACTICE ICE:

October 8th 7-9pm

October 9th 4:30-7:00pm

October 10th 4:30-7pm

October 10th AGM at 7:00pm

LEAGUE STARTS:

October 15th, 2013 (Men's)

October 15th, 2013 (Juniors)

October 16th, 2013 (Mixed)

October 17th, 2013 (Ladies &
Daytime)



**International
Curling Club**

OSOYOOS, BC

**"COME OUT THIS YEAR AND JOIN US
FOR A FUN YEAR OF CURLING"**



BRADFORD

Curling Club



GIVE CURLING A TRY!

Experienced players & Beginners always welcome!

Join the Bradford Curling Club for our 2016/17 Curling Season

Whether you are new to the rink or have been curling for years, the **Bradford Curling Club** has a league for you!

We have leagues for all ages and skill levels as well as fun themed events and bonspiels all season long.

FIVE REASONS TO TRY CURLING

1. **It's great exercise** - burn calories while having fun! Curling engages the core and works every muscle from head to toe!
2. **Anyone can do it** - Curling can be enjoyed by men and women of all ages and athletic ability
3. **Meet great people** - Curling is an extremely social sport so it's a great way to connect with other members of your community
4. **Easy to learn** - The rules of curling are simple and straightforward so anyone can learn to play!
5. **Curling is economical** - Unlike other sports which require investing in pricey uniforms or equipment, curling does not require expensive equipment and club membership is extremely affordable.

See what all the fun is about!

Learn more at www.bradfordcurlingclub.ca



START THE SEASON OFF RIGHT!

OPEN HOUSE

September 20th, 21st & 22nd
7pm - 9pm

FREE CURLING CLINIC

Saturday, October 15th
10am-12pm
2pm - 4pm

Tuesday, October 18th
9:30am - 11am (Ladies)
7pm - 9pm

Thursday, October 20th
7pm - 9pm

LEARN YOUR CURLING LINGO!

*BONSPIEL = a fun curling tournament consisting of several games and open to everyone!



Find us on
Facebook





Back by Popular Demand:

LEARN TO CURL

SUNDAY, NOV. 25TH

5:00 - 7:00PM

OR

7:30 - 9:30PM

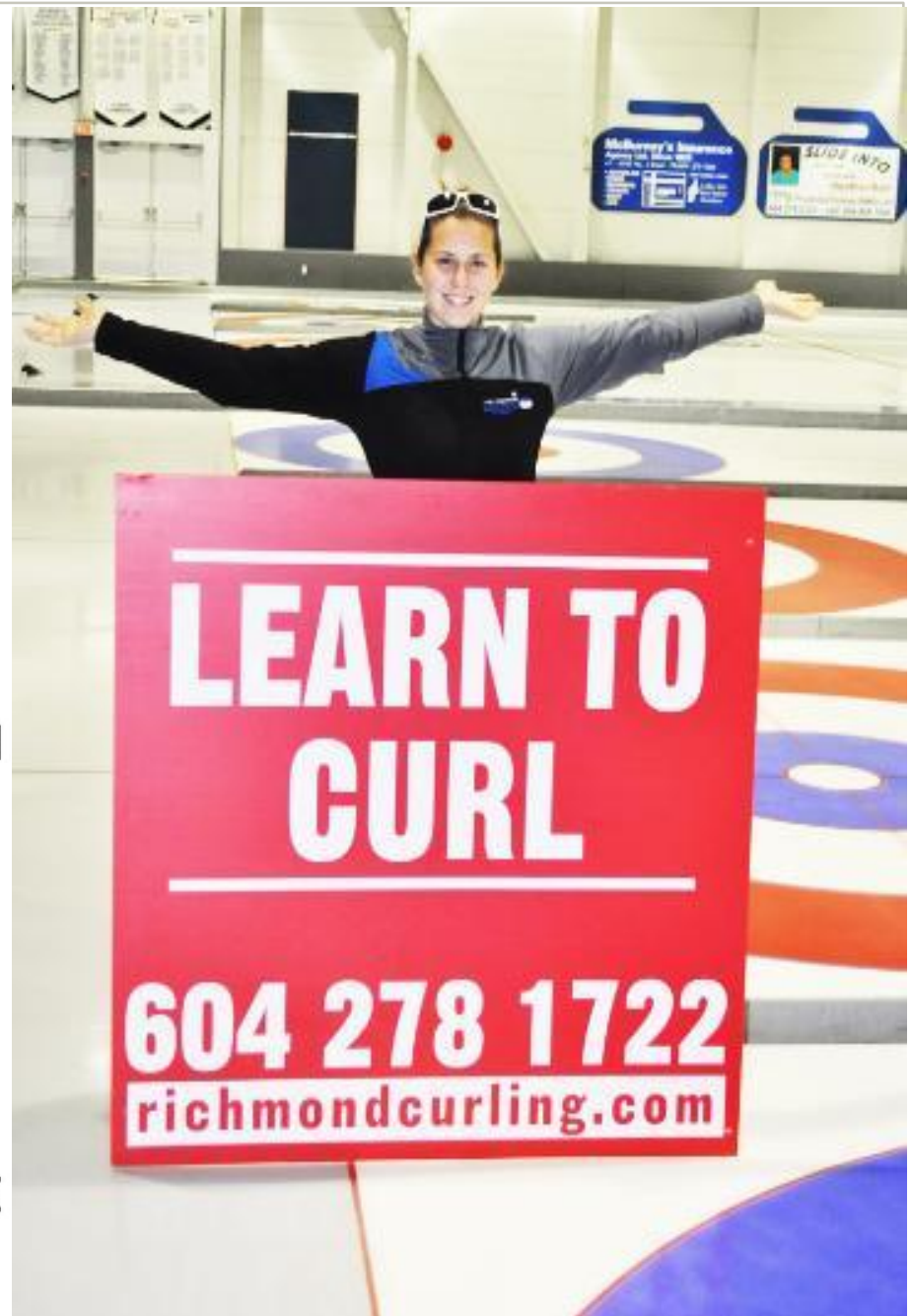
CLASSES INCLUDE: 15 MINUTE OFF-ICE TUTORIAL
45 MINUTE ON-ICE INSTRUCTION
& DEMONSTRATION
60 MINUTES OF TRIAL & GAMES

PRICE: \$10 PER CLASS

REGISTER TODAY:

- option #1 IN PERSON AT THE COMPTON FAMILY ICE ARENA
option #2 BY PHONE: 574.631.1166
option #3 WWW.MAXSOLUTIONSONLINE.COM/COMPTONFAMILYICE

** PLEASE WEAR LOOSE FITTING CLOTHING, TENNIS SHOES AND LIGHT GLOVES.



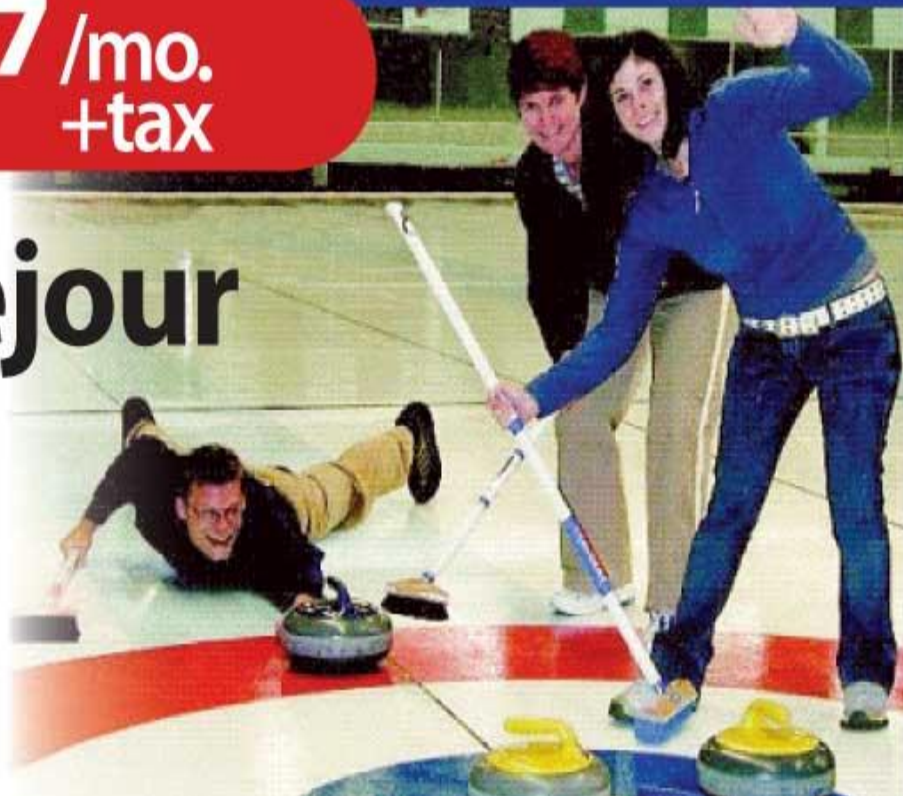
Discover the fun of mixed Curling!

Every Wed. \$**19**¹⁷/mo.
for only +tax

Curling Beauséjour
857-4285

80 Lockhart Avenue
www.curlingbeausejour.ca

2550667





NEW AT THE ALMONTE CURLING CLUB

We are excited to introduce a new curling program for the 2015-16 curling season!

LADIES MORNING LEAGUE



This is a non-competitive league designed for women of all ages and all skill levels. The only pre-requisite is the desire to have fun and make new friends. Teams will be made up each week from the participants who show up.

PLEASE JOIN US

MONDAY, MARCH 23, 2015

for a pre-launch of this program.

Here is what we have planned:

9:30 – 10:00 — coffee, muffins and team selection
10:00 – 12:00 — 6 ends of curling (including instruction for new curlers)
12:00 – 1:00 — soup, sandwiches and socializing

This is a free event for all current and prospective club members.

Come help us launch this new program and see how much fun ladies curling in Almonte can be!

To register for the pre-launch, email ladiescurling.march23@rogers.com by Thursday, March 19



Learn to Curl

Biter Bonspiels Burned it! Draw Weight
Grippers Hogged it! Hurry HARD In the House
Jitneys Reindeer Games Shot rock Sliders

Are you wondering what all those terms mean?

Come out to the **Bancroft Curling Club's Learn to Curl** league and find out.

HINTS:

- There are no vampires or fires
- You do not drink the sliders OR the shot rocks
- There is no housework involved

They are terms you will soon be using after joining the **BCC Learn to Curl** league:

- **9 weeks** of classroom / on ice skill instruction & practice
- **12 weeks of games** against other new curlers with on-ice coaching / experience being a Lead, Second, Vice and Skip
- Safe environment / equipment is provided (including delivery sticks for curlers who can't kneel to throw rocks)
- Runs on Wednesday nights
- Cost is \$200 for the season
- Inquire about a family plan
- Limited to 32 people

Already a curler?

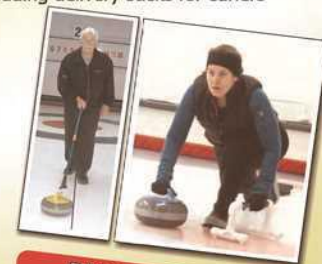
We have numerous day and evening leagues for novice and experienced curlers. Just send an email to the address below and we will contact you before registration.

Little Rock/Bantam Curling

is offered for ages 5-16.
Contact us for details.



Scan to be added to the registration list, or send us an email



REGISTRATION

Tuesday, Sept. 16 @ 4-8 PM
Sunday, Sept. 28 @ 1-4 PM

We joined Bancroft Curling Club last year. We were new to the area and looking to do something that would get us out of hibernation. Not only did we learn a new sport encouraged by in-house tutors but we made lots of new friends. - Bryan & Linda Ward

The Bancroft Curling Club has been so welcoming as a newcomer. Curling provided me a fantastic social activity during the winter season. - Dan McCoy

63 Newkirk Blvd
Bancroft, ON K0L 1C0
(613) 332-3767

Email: membership@bancroftcurlingclub.ca

www.bancroftcurlingclub.ca

DUNDAS GRANITE CURLING CLUB

Try a free lesson

JUNIORS - ADULTS - SENIORS

**REGISTER/INFO 905-628-8221 or
dundasgranitecurlingclub@cogeco.net**

24 Head Street, Dundas

Try Curling

www.curltillsonburg.com



*Everyone
Welcome*

**HURRY HARD !
LEASIDE CURLING
CLUB
OPEN HOUSE
SEP5 / 7 - 9PM
LOVE TO SEE YOU!**

a BIG mobile SIGN co. 416-200-2425



CURL for fitness and fun!

We are dedicated to creating a friendly, safe environment where people of any skill level can compete and enjoy a fun time with friends. Join us and share the passion of curling!

Discover Curling this winter.



Prince Albert
Golf & Curling
Club

pagcc.com



TRY SOMETHING NEW THIS FALL
LEARN TO CURL

STARTS OCT 18TH REGISTER ONLINE
PARISCURLINGCLUB.COM

PATTISON

7010B

215 00

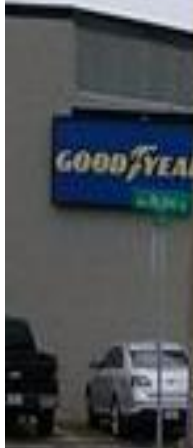


CURLMONCTON

CURLING

GIVE IT A SHOT

curlmoncton.ca





NEW
Rookie League

\$80.00 for 8 weeks
with Hall of Fame instructor.
Money Back guarantee within 2 weeks.

Been away for more than 2 seasons
or **Newcomer?** – **10% DISCOUNT**

ADVANTAGES OF THE SPORT OF CURLING:

- Curling is an affordable winter sport
- No initiation fee
- Season October thru March
- Sport for all ages
- Sport for all skill levels
- Exercise and social
- Gathering place for friends
- Individual, couple or a complete team welcome
- Various leagues - play in more than one for same price
- Payment plan available
- Beginning equipment provided
- Come to our OPEN HOUSE for details

CURLING LEAGUES:

- Little Rockers (ages 5-9)
- Bantams (ages 9-16) / Juniors (age up to 20)
- Mixed (2 men & 2 women)
- Wednesday afternoon league
- Mixed & open
- Women
- Men
- Rookies **NEW**
- Mixed Doubles **NEW**

The **BLIND RIVER CURLING CLUB**

Invites **You** to an

OPEN HOUSE

FRIDAY, SEPTEMBER 5TH, 2014

from 7:00 to 9:00 pm

REFRESHMENTS / SNACKS SERVED

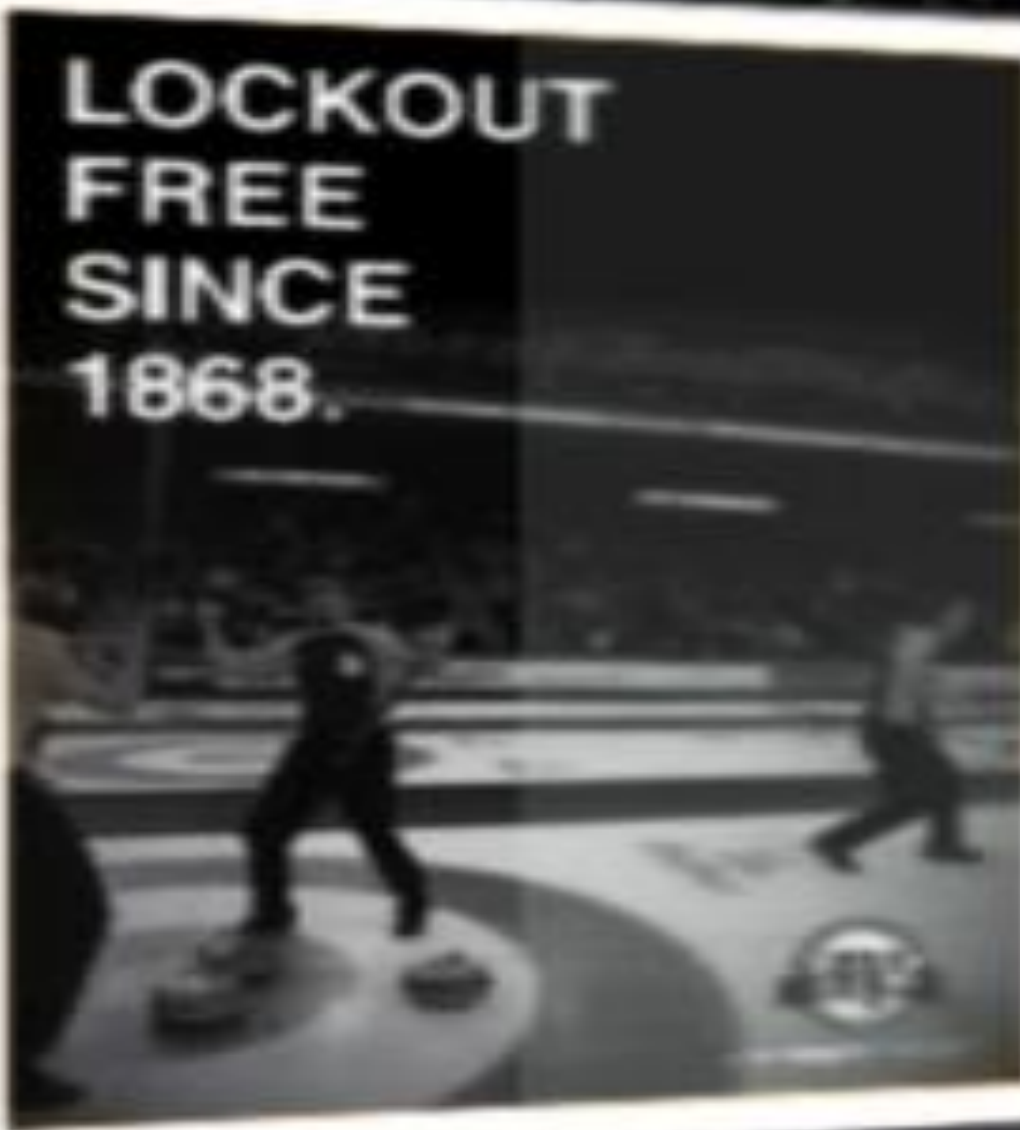
**Check out our Curling Centre,
Instruction and Leagues**

Bienvenue à tous

Everyone is welcome

Kina Gi-daa-bi-zhaam

LOCKOUT
FREE
SINCE
1868.



CHRISP DESIGN

MORE
EXCITING
THAN
EXTREME
ICE
FISHING.



www.chrispdesign.com

Get taken out by someone you just met.

Curling is a social sport. On and off the ice, it offers a great opportunity to meet old friends and make new ones. It's the perfect winter ice-breaker. So whether you've just tried a take-out or blanked an end, one thing's for sure – the competition is always fun, first-rate and friendly.

CURLING. GIVE IT A SHOT!



Other Customers??

- Corporations (big & small)
- Charities
- One-time rentals
- Off-Ice Use



HIGH PARK CLUB

Curling, Tennis, Banquets, & Weddings

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[Curling](#)

[Tennis](#)

[Social Scene](#)

[Banquet Hall Rentals](#)

[Contact](#)

Curling



Want to join HPC?
Find out how.



Group Rentals



Looking for a corporate outing? High Park Club is a great place to host your next corporate outing, team building exercise or Holiday party. We offer great rates and services.

The High Park Club is one of the most prestigious landmarks in Toronto. Built in 1911 as the High Park Curling and Tennis Club, it has enjoyed almost a century of continuous operation. The original structure with its charming terrace and verandah has been augmented and lovingly maintained. Currently, the Club operates one of the oldest Curling Club in Toronto as well as one of only two private Lawn Tennis courts in Canada.

MANITOBA MUSIC and MANITOBA FILM & MUSIC present...

-2013-

MANITOBA MUSIC ROCKS



★ CHARITY CURLING BONSPIEL ★

SUNDAY, FEBRUARY 10

PRIZES • MUSIC • FOOD • FUN

The Unison Benevolent Fund is an assistance and referral program – created and administered by the music community, for the music community. A registered charity established in 2010, the Unison Benevolent Fund is designed to provide discreet relief to music industry personnel in times of personal hardship and crisis. Find out more at unisonfund.ca.

GRANITE CURLING CLUB, One Granite Way

\$40 PER PERSON, INCLUDES DINNER (and toque)

For more info or to register contact curling@manitobamusic.com or call 204.942.3000

MANITOBAMUSIC.COM • MBFILMMUSIC.CA



CHARITY BONSPIEL

In Support of
Credit Valley Conservation Foundation



Curl to Connect. Play to Protect. Sweep to Sustain

SATURDAY JANUARY 21st 2017

Acton Curling Club - 242 Churchill Rd. N

Prizes • Food • Fun

8am-9am: Learn to Curl • 9am-5pm: Bonspiel

All skill levels welcome. Registration includes an optional learn-to-curl session, lunch, and two games.

Early Bird: \$200 per team

After November 30th: \$240 per team

For more information or to register visit www.cvcfoundation.ca

In Support of:





PRESENTED BY



2ND ANNUAL CHARITY FUN-SPIEL

SUNDAY APRIL 9TH
GRANDE PRAIRIE CURLING CENTRE

HURRY HARD!

CREATE A TEAM & RAISE PLEDGES

- Team up with four friends, family or co-workers to Curl for Kids Sake
- Raise a minimum of \$50 in pledges per curler (Includes one hour of curling, games & chances to win great prizes)

HAVE FUN!

NO EXPERIENCE NECESSARY

- Brooms and sliders provided
- Members from the Curling Centre will be present for any assistance
- All ages welcome

CONTACT US TO REGISTER:
780-532-0620 | DONATIONAID.COM/CFKS-2017



HURRY! HARD!

AND REGISTER FOR THE CANADIAN CANCER
SOCIETY'S CHARITY BONSPIEL

CURL FOR CANCER



FUNDRAISING EVENTS

Homemade Quilt Draw

50/50

Silent Auction

Wine Tree

Carol Curling Club – Labrador City
January 20 & 21, 2017

- Everyone is welcome
- No experience needed
- Equipment will be provided
- Teams guaranteed 3 games
- Skins Format
- Great Team Building

SCHEDULE

JANUARY 20-EVENING	CURLING
JANUARY 21-MORNING & AFTERNOON	CURLING
JANUARY 21-EVENING	STEAK DINNER

**ALL FUNDRAISING WILL GO TO
SUPPORT AIR DAFFODIL**

To Register your team please
contact:

Cal Barrett
Phone: 709.280.6213
Email: calvinbarrett@gmail.com

Kirk Foster
Phone: 709.987.9452
Email: kirk.foster@ironore.ca

All teams encouraged to obtain a
sponsor

***Contact the above to inquire about
individual entry*

Corporate / Business Entry Fees:

First Class Sponsorship - \$1000.00

Your business will receive:

- 2 team entries of 4 curlers
- 8 seats for Steak Dinner
- Tax Receipt for charitable donation
- Logo represented at event
- Speaking opportunity at dinner

Economy Sponsorship - \$500.00

Your business will get:

- 1 team entry of 4 curlers
- 4 seats for Steak Dinner
- Tax Receipt for charitable donation
- Logo represented at event



Air Daffodil is a program for cancer patients living in Labrador who need to travel outside Labrador for a cancer related appointment. The program provides:
2 return flights per patient per year
1 return flight per escort per year

This program is able to be offered thanks to the gift of giving from generous donors.

RENTALS

STRAIT AREA COMMUNITY CURLING CLUB

The club offers affordable, flexible space for small to mid-size meetings and events all year round

There is lounge capacity space for 80 people with recent upgrades, complete with large screen TV and small dance floor

Bartender and fully licensed, well-stocked bar

Three ice sheets are available for rental throughout the curling season, when not in regular play

Fully-stocked kitchen facilities, complete with fridge, two restaurant style ovens, microwave, freezer, dishes, & cutlery



For rates and bookings call Kathleen at 902-625-0199
or the Curling Club in Port Hawkesbury at 902-625-1824

Curling Attire Suggestions

Curling is played on ice, and our arena can be cold. It's always a good idea to wear multiple layers to stay warm. To be prepared we suggest wearing and/or bringing the following items with you.

- Warm Jacket
- Hoodie or sweatshirt
- Stretchy Pants (sweatpants or yoga pants)
- Toque, hat, or gloves
- Clean pair of running shoes or skater shoes to wear on the ice. (We do not provide footwear for rentals or events.)



**Here is an
example
of a team
with appropriate
curling attire**



ChrisD.ca







Friday Night Music

DEEP RIVER CURLING CLUB



TIME: 8:00PM

FREE Admission

**MUSIC, JAMMING & DANCING ALTERNATE FRIDAYS
SEE NRT FOR DATES, CONTACT THE CURLING CLUB
OR GET ON THE NOTIFICATION MAILING LIST.**

music-night@outlook.com

JANUARY 7, 2017 • DOORS OPEN AT 5 P.M.

THE PRINCE RUPERT CURLING CLUB PRESENTS:

NEW BEERS

RESOLUTION

CURLING CHALLENGE

**ENTER A TEAM OF 4 FOR A 4-END CURLING GAME
EQUIPMENT PROVIDED • BEGINNERS WELCOME**

TO REGISTER A TEAM EMAIL: PRINCERUPERTCURLING@GMAIL.COM



**FOOD FROM
MUCH GUSTO**

:

**WHEELHOUSE BEER :
ON TAP**

:

**DOOR PRIZES
AND 50/50**

ADMISSION BY DONATION