

## **Canadian Stick Curling Association**

### **Report of the Chair to the Annual General Meeting**

I recently attended the Maritime Stick Curling Championships as the New Brunswick representative to its Board of Directors. I was invited to address the participants, along with Bruce Densmore, to give them an overview of the activities of the CSCA over the past year. The next day I was approached by a woman who commented to me that she had no idea as to how much goes on behind the scenes in order to manage such an organization. It struck me that some of you here today may have similar thoughts particularly after having heard the reports from Resby and Bruce. I would like to take this opportunity to thank them and the other members of the Executive, the Board of Directors as well as those who served on the various committees, for their many hours of dedication and commitment towards advancing the sport of two-person stick curling. I would also like to say thank you to all of the members of the stick curling leagues across Canada for being great ambassadors of this wonderful sport.

As I pondered what to say today, I reflected on the strong foundation that was laid in previous years by previous Executives and Boards of Directors. That solid and durable foundation enabled this year's Executive to focus on the future and think about what needs to be done to realize the vision of being recognized as a leader in the development and promotion of 2 person stick curling.

I view this past year as one of positioning the CSCA to assume that leadership role. One of my personal goals, as the Chair, was to develop a strategic plan that would provide the framework for everything that we plan to do in the years to come. A plan that would provide direction for our activities and linkages between those activities and the realization of the long-term strategic objectives of the association. In other words, we should be able to challenge any proposed activity and ask "how will it contribute to the attainment of our long-term goals?" If it doesn't, then we have to ask "why do we want to do this?" Many thanks to Bruce Densmore and Ed Willson, who served on my committee, and provided invaluable assistance with articulating and framing the thoughts and ideas that go into developing such a plan.

As I listened to Resby and Bruce deliver their reports today, I could see how everything that has been initiated and/or accomplished this year does, indeed, help to position the CSCA to take on a leadership role.

First, we need a framework that provides direction and guidance for two-person stick curling that can be used by the stick curling leagues across Canada, and ultimately, internationally. Having a strong set of Rules in place is essential; not just establishing "how" the game is to be played but also considering the safety of our players and ensuring that the game is as interesting as possible to both participants and spectators. Resby and his team have made great strides in that direction. Great work that positions the CSCA to provide that framework.

Second, we need to develop integral relationships, particularly with Curling Canada but also with our provincial associations. As Bruce mentioned, the work that he has been undertaking on behalf of his provincial association as well as the CSCA, has drawn the attention of Curling Canada and he has been asked to make a presentation at their meeting in May. This is but a small step but it is helping to position the CSCA going forward for the time when we need their support for future projects that we may take on independently or in partnership with them.

Third, we need to grow the sport of two-person curling nationally. We already have some statistics that indicate that two-person stick curling is the fastest growing component of curling in Canada. The project that Randy Olsen has initiated to update our statistical database will certainly help the CSCA to understand our dynamics. Just the sheer number of people now curling with a stick but who have not yet joined a two-person stick league provides a significant opportunity for growth.

But to manage and sustain growth, we need to support growth with essential elements such as those mentioned in Bruce's report. Promotional materials created in Nova Scotia have been posted to the CSCA website along with functional training materials for stick curling clinics and setting up stick curling leagues. Further, Bruce submitted two grant proposals on behalf of the CSCA looking for funding to create a national stick curling clinic program and a national program to train stick curling clinic instructors, and, he has initiated the process of creating a national stick curling coaching certification program. Again, great work that positions the CSCA to support and sustain growth in our sport.

As the sport grows, so does the need to ensure that the National Championships reflect the needs of the sport. As mentioned earlier in the agenda, in accordance with the direction from the 2023 AGM, Resby and Bruce developed recommendations regarding future championship formats for the consideration of the Board. Hopefully, those discussions will be fruitful and the Board will be able to bring their recommendations to the 2024 AGM.

I apologize in advance for having stolen my own thunder by addressing elements of the Strategic Plan here in my report that I will be presenting later in the agenda. I also apologize for having repeated some of the information that Resby and Bruce have already reported on. I just want to emphasize one point. Everything, and it was a whole lot of everything, that the Executive, the Board and the committees, have undertaken this year has been to position the CSCA for the future.

I would like to conclude with another comment that was made to me at the Maritime Stick Curling Championships by a woman, young by many of our standards, and fairly new to the sport. She said to me that some day, the National Two-Person Stick Curling Championships are going to need to have three divisions: a Master's, a Senior's and a Regular Division. Now there is a person with a vision; one that I share unequivocally.

Respectfully submitted