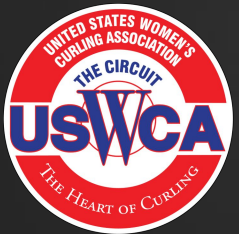


Breaking the Ice: Developing Women's Curling

LOOKING AT THE USWCA CIRCUIT



Meet the Speakers: Jennifer Stannard



- Curler from Nutmeg Curling Club- Bridgeport, CT
 - (Introduced to the sport by a Canadian friend from church)
- Club rep from Ardsley CC & Nutmeg CC to the USWCA
- Curled for 30 years as of this coming season
- Board Member and Past President-Nutmeg Curling Club
- USWCA: Past President 2008 – 2009
- Chairwoman: USWCA Promotions, 5 & Under Ad-Hoc and Circuit
- Worked to create the USWCA 5 & Under Open
- Created the USWCA Circuit event as President
- USWCA Liaison to USCA / USCA Director (2012 - 2019)
- US WCF Delegate since 2014

I worked in the field of insurance since college, primarily as an Account Executive for National Accounts and retired in 2019.

Meet the Speakers: Nicole Brinkmann Reeves



Nicole Brinkmann Reeves started curling in 2010. She was a member of the Senneker Rink from Kalamazoo that won the 2014 Arena National Championship and 2013 Arena National bronze. Nicole has been on the USWCA Circuit Committee since 2013 and is passionate about growing women's curling. Her favorite thing about the USWCA Circuit is the community of friends she has made at Circuit bonspiels.

Meet the Speakers:

Terri Gleason

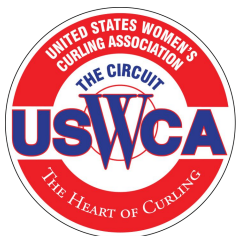


Currently, Terri lives in Tomahawk Wisconsin and has lived there permanently for 4 years. Terri has been married to her husband, Mike, for 39 years. They have 5 children and 6 grandchildren. Terri has curled for 29 years; 25 at the Madison Club in Wisconsin and 4 in Wausau, Wisconsin. Terri started her own business in 1992 when her family was transferred to Madison. She has been the owner of Gleason's Quality Appraisals since 1992. Terri occupies her life with many volunteer activities, including:

- Currently the USWCA Rep for the Wausau Curling Club
- Chair for USWCA Gifts and Grants Committee
- Chair for the 2021-2022 Incoming Scots Tour for Wausau Curling Club
- USCA Director for Wisconsin 2021 and forward
- Chair for the 5U Regional and the Nationals in Wausau 2020
- Chair for the Wausau Women's Bonspiel since 2018
- 2013 Developed and chaired the first women's bonspiel in Madison called the Schmecken. It is still going to date
- Was part of the fundraising, steering and building committee in 1997 for the new Madison Curling Club

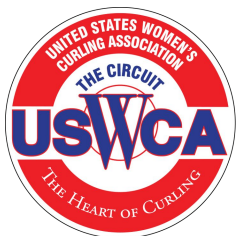
The Circuit

- ▶ The Circuit is an '**umbrella**' tying women's bonspiels from USWCA clubs together. Points are awarded for participation and wins in events. Your highest event point totals (max 3 events) determines the winners in each region. \$\$ prizes are awarded.
- ▶ The **goal** of the Circuit is to grow women's curling & events. The aim- to encourage women to participate in more Bonspiels. This helps Clubs fill their 'spiels and women experience the fun and camaraderie, meeting other women curlers!
- ▶ A Plus: more curling = improved skills!
- ▶ The Circuit completed its **10th year** in 2019-2020! That season, 155 women joined, over 50% of them received cash (\$6,600 total) prizes at season's end. 27 Bonspiels signed on for The Circuit
- ▶ This coming season our **goals** are to increase participation, including Juniors. The USWCA is focused on grassroots which means supporting curlers and member clubs (bonspiels). Where a club allows Junior Girls in their Bonspiels, the girls can now also enjoy The Circuit!



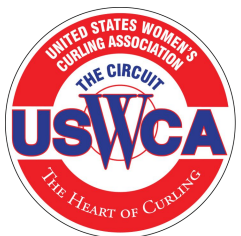
The Circuit “Rules”

- ▶ There must be 2 Circuit participants on a team.
 - ▶ (Players do not need to be from the same Club)
- ▶ You must enroll online before the bonspiel begins.
- ▶ Curl in as many Circuit events as you like- the points from your highest three will count.
- ▶ Your region is based upon the USWCA region that your Club is in.
 - ▶ At season end, points will be tallied for all participants in a region and prizes from that region's 'pot' are awarded.
- ▶ All funds collected (club fees and participant fees) are awarded in prizes less any administrative costs (mailing, etc.)
- ▶ Members of the top three finishers at the US National Women's Championships and winner of the US Junior Nationals in the past four years are ineligible for Circuit participation.



The Circuit

- ▶ How to sign up as a player
 - ▶ Everything you need is at: **uswca.org**
 - ▶ You must be a member of the USWCA to sign up and, that means your Club must be a member of the USWCA.
- ▶ There is a \$35 fee to join The Circuit for the season. Go online **www.uswca.org**, click on 'The Circuit' and sign up. That's it!
- ▶ For Clubs, the fee is \$50 per bonspiel. This can be handled online or, mail a check. Enrollment must be done well in advance so that we can publicize the event on our website and on FaceBook.
 - ▶ One Circuit registration makes you eligible to earn Circuit points at all Circuit bonspiels you go to for the entire year.
 - ▶ Now all you have to do is go to bonspiels like you were planning to do anyway.





United States Women's Curling Association

The Heart of Curling



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Club Participation

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USWCA Circuit Results



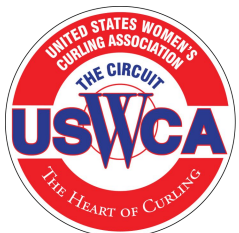
The USWCA presently consists of
over 60 clubs with 2,680 members.

SUPPORT the USWCA



Click the button above to make a donation. You can also go through **Amazon Smile** whenever you want to shop online through Amazon and a portion of your purchase will go to the USWCA. For the link to Amazon Smile and/or to learn more about supporting the USWCA, go to the [Support Us](#) page.

The Heart of Curling!



The Circuit

2019 - 2020 Circuit Bonspiels by Date

Click on a link from the list below get information about a bonspiel. Some links will take you to a bonspiel flyer/invitation which can be downloaded (look for the PDF box next to the link). Other links will take you to the club's website where you can get information about the bonspiel. Links to Online Registration will take you to the club's website.

Event Date	Event Name	Event Location
October 11 - 13, 2019 (Entry deadline is Sept. 30, 2019)	Sweep Stakes Cash Spiel Link to Online Registration	at the Columbus Curling Club in Columbus, OH
October 18 - 20, 2019 (Entry deadline is Oct. 1, 2019)	Donna Purkey Classic Link to flyer.  Link to Online Registration	at the Coyotes Curling Club in Tempe, AZ
October 25 - 27, 2019 (Registration deadline in Oct. 23)	She-Zam, She's Glam Bonspiel Link to Online Registration	at the Bowling Green Curling Club in Bowling Green, OH





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The Heart of Curling!



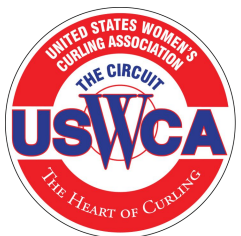
Host a Circuit Event: What does it entail?

- ▶ Pull together a strong group of women to head up the various committees.
- ▶ Review other Circuit events in your region and try to choose a date that does not conflict with any others in your region or your club. Set a date for your bonspiel and try to keep this date for the future
- ▶ Many Circuit events have a theme. Develop a fun theme making it unique to your Circuit event.
- ▶ Try to get the correct number of team ratio to your sheets of ice. The Circuit has a published point system for clubs when the typical draw sheet does not work. Often it is better to fill in with home club teams versus using the point system.
- ▶ Create an urgency by setting a deadline for registration and update potential teams on the progress via emails.
- ▶ Attend as many of the circuit bonspiels as you can
 - ▶ Don't forget to bring flyers for yours and ask if you can place them on the tables and at the registration desks.



Host a Circuit Event: Benefits

- ▶ USWCA advertises your bonspiel for you by posting the flyer on the website.
- ▶ You will see an increase in participation as many look for circuit events to curl
- ▶ If a club's admin was watching this right now, what do they need to do to start the process of hosting a spiel?
- ▶ Creating the flyer early and getting it to the USWCA Circuit committee. The sooner you get this to them the longer your bonspiel will be advertised.
- ▶ Email the flyer to the Club Reps to post at their club
- ▶ I have honed an email list of invites and continuously update this list. Those on the list will get a flyer also. I start sending this out in August



Testimonials from Circuit Curlers

- ▶ “(The Circuit) is a great opportunity to be competitive and curl at some different clubs.”
 - ▶ – Liz Abeltin, Cape Cod Curling Club
- ▶ “I would bonspiel anyway but the Circuit has taken me to Clubs I would not have considered in the past . . . I have traveled further than normal. Once I joined, I want to go to Circuit sponsored bonspiels!”
 - ▶ – Kim Sussens, Wausau CC
- ▶ “It gives you the opportunity to meet other women from clubs and have wonderful and fun camaraderie while enjoying curling.”
 - ▶ –Lisa Landon, Wausau CC



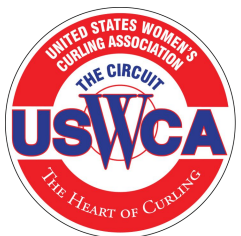
Joanna Owens took me to my first
USWCA National Bonspiel!



Photos- Chicago Curling Club / Purple Rain



Kettle Moraine- Fall Fling

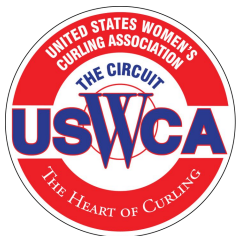


Nutmeg- Crystal Snowflake

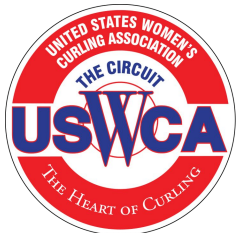
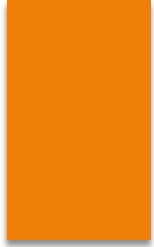


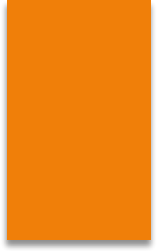














Survey Results

from Shannon

BREAK OUT ROOMS ~10-15 min

- Fun conversation-picker wheel
- Share stories
- Meet people!

