

Toronto Curling Association  
Annual Report  
2019 – 2020

## Contents

From the President	2
Championships	3
Communications	7
Financials	8
Sponsorship	8
West End Curling Committee Update	9
Executive Board Summary	10

## From the President

This past year was focused on growth and planning for the future with action items to strengthen the footprint of curling in Toronto and the Greater Toronto Area (GTA). The Toronto Curling Association (TCA) continued the partnership with the West End Curling Committee (WECC) working towards bringing a new curling facility to the Toronto area, outdoor curling had a resurgence in a new location, partnerships with sponsors were renewed and strengthened, and many successful events were run across the city.

Little did we know that our world was going to be turned upside down, our curling season cut short and the well-laid plans we had for the future being turned on their heads.

But something wonderful also happened.

Curlers came together and supported each other. 'Broomstacking' was now done via Zoom meetings. Club members donated the remaining cash that would have been used for end-of-season prizes to local charities and club staff members who were out of work.

To say that I have been proud to be a member of the Toronto curling community is an understatement. The level of passion and caring I have witnessed, as well as resilience in the face of the pandemic, has been truly impressive and heart-warming.

Items of note from the 2019-2020 season:

**COVID-19.** First and foremost, I want to thank all TCA club managers for their hard work and resourcefulness in working towards bringing a safe return to curling. I am incredibly proud that they are leading the way with their innovation in the face of this truly unprecedented event. The club managers along with the TCA have been meeting on a biweekly basis since mid-March and will continue to meet to share ideas and strategies on how best to approach the 2020-21 curling season. The TCA continues to work in partnership with CurlON, Curling Canada and local government organizations as conversations continue about the *safe* return to curling this year. We encourage you to visit the page on our website dedicated to COVID-19 updates and resources where we provide regular updates: <https://torontocurling.com/covid-19/>

**New TCA Logo and Website.** We're pleased to announce that a new logo and website have been created to better reflect the changing character of the Toronto Curling Association and to have a fresh and welcoming look going into the future. Details on these exciting initiatives can be found in our Director of Communications report.

**TCA Membership.** While St. George's Golf and Country Club closed its doors to curling at the end of the season, we are delighted to announce that Port Perry Curling Club has joined the TCA family.

**TCA Championships.** The team of Championship Chairs and their committees successfully hosted five championship events during the 2019-2020 season with only one event being cancelled due to COVID-19. Thank you to all Chairs and committee members, with special thanks to Maureen Condon, Director of Championships, for supporting all the Championship committees.

**Sponsorship.** We thank the many sponsors from this past season who have supported the TCA, with special thanks to Goldline who continues to be a strong supporter of curling in the Toronto area.

**Outdoor Curling.** A partnership was formed with Evergreen Brick Works to host outdoor curling at its facility as part of the organization's winter offerings. This test run was successful and we hope to continue this partnership in the future and enhance the visibility of outdoor curling in Toronto.

**Youth Interclub Leagues.** Many thanks to Sean Holman and his committee for stepping into Dave Rooney's shoes to organize and run the youth interclub league.

**Planning for the Future.** We have continued our outreach to the TCA curling community to assess the challenges and requirements for curling's future in the Toronto area. We encourage you to keep an eye out for future engagement opportunities and always welcome you to get in touch with us with your thoughts.

It was a pleasure to serve the TCA for two years as President, after serving several years as the Director of Communications. Many thanks to the support of all the TCA Board Members with special thanks to the many hours of behind the scenes work of Vice President and Director of Communications Melissa Hogg Cunningham, Director of Championships (and webmaster) Maureen Condon, Treasurer John Headley, and George Karrys for his work with our social media. It is my pleasure to hand over the role of President to Melissa who will do a wonderful job leading the TCA into the future with her expertise and vision.

I encourage everyone to keep supporting each other, your curling facilities and other businesses in our community, especially the ones who have supported curling for so long. Not unlike a curling team, we're all on one big team in the game of life and will need to work together for everyone to win. This upcoming year will be different than any other, but through everything I've observed, I'm confident that the curling community will band together and come out of this stronger.

Danielle Inglis - President

## Championships

Our volunteer-based Championship Committees were successfully chaired by:

- Sandra Booth – 60<sup>th</sup> TCA Day Women's Championships, November 12-14, 2019
- Joanne Stewart – 18<sup>th</sup> TCA Business Women's Bonspiel, November 16-17, 2019
- Cassandra and Grant Cowan – 39<sup>th</sup> Goldline TCA Youth Championship, December 27-29, 2019
- Bill Baker – 125<sup>th</sup> Goldline TCA Men's Championship, January 11-18, 2020
- Gerry Hawkins and Monica Sloan – 62<sup>nd</sup> TCA Mixed Championship, February 5-9, 2020
- Chris Wai – 2<sup>nd</sup> TCA Mixed Doubles Championship, April 4-5, 2020

Thanks to the ongoing volunteer efforts of our Championship Committees and our valued Championship sponsors, the TCA delivered five high-quality, multi-day championship events open to all participatory skill levels. Mixed Doubles did not happen, but the event was well organized and sponsored and ready to run, so it would also have been a great success. We also express our sincere appreciation to our host curling centres for continuing to welcome curlers to their facilities and for providing excellent playing conditions and hospitality to those who participated.

We thank and appreciate our sponsors for this season, some of whom are noted below:

- Goldline
- Delmanor Senior Communities
- Rogers Sportsnet Grand Slam of Curling
- Access Storage
- Firehouse Subs
- Weston Curling Members
- Central Golf Carts
- Curling Canada
- CurlION
- David Cunningham
- Durham Sport & Wellness
- Golf Away Tours
- Hart-Well Electric
- Irish Gurl Custom Creations

- Karen Hajdur
- Melitta
- Meridian Credit Union
- Mosaic Home Care
- Mulmur Springs Farm
- Profile Wine Group
- Radical Road Brewery
- Red Coats Moving
- Seaforth Golf Club
- St. Louis Bar and Grill, Oshawa King St.
- Station Creek Golf Club
- StuSells Realty
- TD Greystone Investments
- Team Homan
- Team Howard
- Team Muirhead
- Upper Unionville Golf Club

The events were successful due to the leadership of the Chairs and the support and cohesiveness of their Committees.

Day Women:

The winner of the Day Women’s Championship was Jan Carwardine’s team from the Leaside Curling Club.

The host club was the Unionville Curling Club, and they hosted in their 100<sup>th</sup> anniversary year. Finals for the event were held at Unionville Curling Club. and Bayview Golf & Country Club with thirty teams participating in the event. The Day Women celebrated 60 years of curling for this event across the GTA. Some special guests attend from Unionville Curling Club, the founding club, as well as guests from the City of Markham. A video with pictures from past events was created and shown on finals day. The host clubs were Leaside Curling Club, York Curling Club, Dixie Curling Club, Richmond Hill Curling Club, The Thornhill Club, Toronto Cricket Skating and Curling Club, and Bayview Golf & Country Club.

Due to club cancellations related to the COVID-19 pandemic at the beginning of the 2020-2021 season, this event will not run. Thornhill has been secured as the host club for November 2021. The Day Women’s sponsors have all been contacted and most have already replied that they will be returning.

Next season, the TCA Day Women’s Championship will use a new format: 24 teams, a two day event. Games will run on Tuesday and Thursday, no games on Wednesday. All games will be points on the Tuesday.

After a survey of the curlers, it was agreed that the three-day event is too long and too much for many curlers, and there is a significant amount of pressure on the committee to fill the event. They are hopeful this new format will be successful.

Business Women:

The winner of the TCA Business Women’s Bonspiel was Colleen Madonia’s team from The Thornhill Club. We would like to thank the Leaside Curling Club and the York Curling Club for hosting the event in 2019. The committee appreciates the help from the managers and staff of these clubs. Joanne Stewart would like to thank her hard-working committee for the long hours they spent in the planning and running of this event. The bonspiel was a success due to the hard work and effort of the Committee.

Thank you to the Business Women’s sponsors: Goldline as well as Jane Teasdale from Mosaic Homecare and Karen Hajdur Certified Financial Planning Professional. Funds were donated to the bonspiel from the Weston Ladies section.

For 2019, the Business Women revised the general rules and scoring rules. On the Saturday, ties were broken with a draw to the button with sweeping. There were no issues resulting from the rule changes. Rules for directional sweeping and brush heads will be revised to be more in line with the other TCA events.

The event had 24 teams curl over the two days. Games on Saturday were points which dropped teams into six events for games on the Sunday. The curlers were provided with breakfast and lunch on both days.

After discussion with the clubs involved for the 2020 event and with the support of the Toronto Curling Association, the Business Women Committee decided that in the interest of the curlers that the bonspiel for November 21-22, 2020 will be cancelled. This has been a very difficult decision to make, but the safety of everyone involved is our priority.

The committee is moving forward and making plans to welcome everyone back November 20-21, 2021 hosted by Dixie Curling Club and East York Curling Club. The committee will be looking at increasing the entry fee for the 2021 event.

The Business Women's two sponsors were returning this season and they have remaining funds left from the Weston Ladies money. It is recognized that companies are experiencing financial difficulties due to the ongoing pandemic, though the hope is to secure mutually benefitting partnerships for the event in 2021.

As well, the Business Women's Committee would like to add some new members. They celebrated their 18<sup>th</sup> year in 2019 and to help move forward some new faces are needed. This will make sure that the event goes forward in the years to come.

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#### Youth:

The winners of the 39<sup>th</sup> Goldline TCA Youth Championship were Team Harris and Team Roskas, both from the Tam Heather Curling and Tennis Club. The event was hosted at the Oshawa Curling Club.

There were 36 teams, including two from Switzerland, at the Goldline TCA Youth Championships in 2019.

The event format from 2018 was used. Based on player, coach and spectator feedback, this event has become the premier junior event in the province again. The visiting Swiss delegation enjoyed the experience immensely, including the curling, social events and an on-ice clinic.

All aspects of the event ran to perfection except the Mixed Doubles experience; it became too big and popular. More manpower needs to be assigned to manage it properly. The winning Junior Men and Junior Women were both from Toronto. There were also second-generation winners on the Junior Women's team.

Many new sponsors gave to the event. A silent auction was also run to increase funds.

The trips to Switzerland were cancelled due to the travel difficulties related to the COVID-19 pandemic. The trip cost was refunded minus a small fee and the prize money was sent to the winning teams.

For the Goldline TCA Youth Championships 2020, the "go no-go" date is November 27, 2020. As it stands now, registration is open and pleasantly surprised that in the first week it was 25% full.

The event will not be conflicting with any provincial championships this year and they expect a substantial demand for entries. If all things come together, this will be the largest and most competitive junior event in the world besides the world championships.

The event will stay at the Oshawa Curling Club with the option of Oshawa Golf & Country Club if the event numbers require more sheets.

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#### Men:

The winners of the 125<sup>th</sup> Goldline TCA Men's Championships were:

Grandmaster Main Event – Ross Baker’s team from Unionville CC

Master Main Event – Herman Wallenburg’s team from Toronto Cricket Skating and Curling Club

Senior Main Event - Karl Bauernfreund’s team from Leaside Curling Club

Open Main Event – Robert Wright’s team from the High Park Club

Novice Main Event -Timothy Mark’s team from the Unionville Curling Club

The host club for 2020 Open, Senior and Novice finals was the [High Park Club](#).

The host club for 2020 Masters and Grand Masters finals was the [Unionville Curling Club](#).

There were 216 teams entered (76 Open, 56 Senior, 32 Masters, 32 Grandmasters, 20 Novice).

The 125th anniversary related actions were well received by participants.

Some highlights:

- The original Walker Cup from the 1896 event and the Canada Life trophy was displayed at Unionville and High Park
- A slide show highlighting many past champions was produced
- Markham's Mayor Scarpitti attended the Masters and Grand Masters finals at Unionville Curling Club
- Television coverage highlighting the event’s anniversary

The split of the Masters/Grandmasters and Open/Senior/Novice finals across two clubs seemed to work well and should be considered in future years.

Pace of play was an issue, especially on opening Saturday. We will implement a rule next year to prevent new ends from starting two hours after the start of the game. There were no issues during the event related to broom heads or directional sweeping.

The large number of byes in the Open division was an issue. The Committee decided to cap the Open event at 64 teams next year.

It was agreed that the running the Open, Senior and Novice Main event finals on the same draw seemed to work well and should be adopted in future years.

The Committee is running a survey with Novice teams to ensure it will continue to have a pipeline of Novice teams in the future.

Two new sponsors were brought in this year: Firehouse Subs and TD Greystone Investments.

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#### Mixed:

The winners of the TCA Mixed Championships were:

Open Event - Craig Shinde’s team from the Dixie Curling Club

Senior Event- Dennis Moretto’s team from the Dixie Curling Club.

The event was hosted by the Toronto Cricket Skating & Curling Club.

This year the TCA Mixed Championships were sponsored by several companies. DelManor continued their generous support of the event. They welcomed Access Storage as a new sponsor. Access was very active and keen to attend all events and had a good social media presence.

Twenty three teams participated in the open event and 16 in the senior event with all having a wonderful time.

The Committee scaled back on expenses due to concern of not breaking even. The TCA Profit and Loss report has not been finalized at the time of this report, but it does not show a loss for the Mixed event.

The Committee has not confirmed a host club for next year. Considerations are being made to change the dinner dance to a cocktail party, rather than a dinner but no decisions have been made.

Additionally, the committee is considering adding a novice or “fun” event in a similar manner to what the Men’s event has done over the last couple of years.

There is a new Mixed drawmaster for next season. Steve Giannini joined last season and worked with Judy MacLellan this year. Judy will be around next year as past drawmaster to assist as needed.

Finally, Gerry Hawkins is looking for someone to take over this event as he has been running it for six years and feels it is time for a change.

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#### Mixed Doubles:

The Mixed Doubles Championship was scheduled for April 4 and 5, 2020. The event Chair was Chris Wai.

Due to club cancellations related to the COVID-19 pandemic at the end of the season, this event did not run. The sponsor donation from CoolVans was returned. We want to thank CoolVans / The Car Rental Place and The Thornhill Club for their support, even though we did not get a chance to run the event.

Negotiations are underway to schedule the TCA Mixed Doubles Championship in March 2021.

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Respectfully submitted by,  
Maureen Condon  
Director of Championships

## Communications

Work was completed this year on three key communications priorities: updating our email system, refreshing the TCA website and launching a new TCA logo.

The TCA’s new Gmail-based email system was launched this summer and has many benefits: more storage space, easy search capabilities, better security, easy account set-up and far less spam. An application was made to Google for non-profit status which was granted, resulting in the TCA gaining access free of charge. Many thanks to Wes Johnson for his assistance in getting this initiative completed before the start of the 2020-21 season.

Our website refresh committee has been hard at work this summer developing a fresh, contemporary look and feel to our site and increasing its functionality and responsiveness and feature relevant content that will engage our existing members as well as those looking to discover curling. Together with Danielle Inglis, Maureen Condon and Wes Johnson, the committee is very pleased to launch the updated site in September 2020. We look forward to continuing our discussions

In the spring, the TCA held a contest asking for input from our curling community on a new logo. We received 35 submissions from curling enthusiasts of all ages who shared their creative ideas and passion for the sport. Our judging panel included fellow Board members Danielle Inglis and Grace Bugg as well as accomplished advertising and marketing professionals Miles and Jennifer Pollock. The winning entry was submitted by Lucas Postlethwaite, a curler and York University design student. Our new logo will be launched at our AGM on September 15, 2020. Many thanks to all of our contest participants.

The promotion of relevant content through our social media channels continued to be a priority this past year. A special thank you to George Karrys for keeping our Facebook and Twitter channels active and up to date. A special shout out also goes to Maureen Condon who provided outstanding support in coordinating the posting of content on our website.

Melissa Hogg Cunningham – Vice President/Director, Communications

## Financials

The unaudited financials can be found in a separate document.

## Sponsorship

The TCA benefitted from the support of numerous sponsors during the 2019-2020 season. Sponsorship is a key success factor for TCA Championships, our youth curling programs and other special projects. The TCA is grateful for the continued support from many returning sponsors as well as the onboarding of several new sponsors.

The TCA wishes to thank Goldline Curling Supplies for its long-time and continuing sponsorship of the TCA. Goldline remained as title sponsor of the TCA Men's Championship and became title sponsor of the TCA Youth Championship this past season. Goldline also provides support for the TCA Business Women's Championship, TCA Day Women's Championship and TCA Mixed Championship.

The TCA also wishes to give special recognition to gold level sponsors of TCA Championships:

- Delmanor
- Rogers Grand Slam of Curling
- Cool Vans (note: sponsorship was for the TCA Mixed Doubles Championship which was cancelled due to COVID-19)
- Access Storage
- Former Weston Golf & Country Club curling members

Sponsorship remains a strategic priority for the TCA. Currently, the TCA is reviewing our sponsorship tiers to ensure consistency amongst our TCA Championship events and appropriate levels of sponsor recognition and value are delivered. There are some downside risks to the sponsorship outlook for the 2020-2021 season as a result of the COVID-19 pandemic. Businesses have been negatively impacted by the pandemic which may have an adverse effect on sponsorship budgets. Furthermore, should TCA Championships be cancelled during the 2020-2021 season, sponsor continuity may be an issue.

The TCA will look to further support TCA Championship committees in retaining and soliciting sponsors for the upcoming season. Title sponsorship opportunities currently exist for several TCA Championships and it is our desire to pursue potential sponsors to fill these slots. The TCA also believes that we have not yet unlocked the full value of our assets and brand. Developing a more structured approach to sponsorship will allow the TCA to attract greater sponsorship dollars from a greater number of sources for our initiatives, provide better consistency and stewardship to sponsors, and enable us to unlock new sponsorship opportunities.

Jason Chang – Sponsorship Liaison/Member at Large

## West End Curling Committee

In October, WECC appeared as a delegation to the City of Toronto Executive Committee to have Council reconsider the PFR recommendation from the Master Plan of “NO NEW CURLING FACILITIES WERE RECOMMENDED”. That resulted in the Mayor tabling a motion for PFR to assess the need for additional curling facilities and report back to Council in the last quarter of 2020.

In November we held a very successful bonspiel to raise seed money, as we were starting to incur expenses.

We developed and launched a website.

At various events and bonspiels, we collected names and emails on a petition with over 800 signatures, available on the website.

We incorporated as a non-profit the future name of our curling facility “Curl Etobicoke”.

Several of our members went out to visit politicians of all levels from Councillors to MP’s.

A Curling Assessment Team at PFR was developed to begin the assessment of the lack of curling facilities in Toronto. We have had a meeting with that group both in December and February.

Over the course of the year, we made connections with curling groups from all across the GTA, Toronto Sport and Social Club, Toronto Blind Curlers, wheelchair curlers, Para Sports and Toronto Police Curlers. We have received testimonials and letters from several organizations, and community groups.

In March we sent a letter to the editor at the Etobicoke Guardian, explaining our situation, the letter was published. They talked of doing a follow up piece.

In June of 2020, PFR hosted a Stakeholders meeting to discuss the needs for curling inviting many of the groups above, and members of WECC & TCA to complete Phase 1 of their research. We are now in receipt of that Phase 1 report.

A date in September is set for another meeting with the Stakeholders to wind up Phase 11, and they will have their final report to Council sometime in December.

WECC has continued to meet all through the summer, and we are trying to get another fundraiser going for this fall that will include notables in the sports and media world to champion our project to the public.

WECC feels that it is important for us to try to raise a substantial amount of money to be able to contribute and show commitment to the project. We also plan to apply for funding/grants from all the usual sources.

Good Curling  
Bonnie Sacchetti  
WECC - TCA Liaison

## Executive Board Summary

### DANIELLE INGLIS – PRESIDENT

As the Coordinator, Social Media & Web Content for Curling Canada, a high performance and grassroots curling coach and 2018 world mixed curling champion, Danielle continued to bring her unique experience to the TCA Executive. After five years of service to the Board in the position of Director of Communications, Danielle stepped into the role of President. Her full report is included.

### MELISSA HOGG CUNNINGHAM – VICE PRESIDENT/DIRECTOR, COMMUNICATIONS

Melissa joined the TCA executive in 2018-19 to assist in building a strategic plan that will support membership growth and build greater awareness of curling across the GTA. Her experience includes serving on Bayview Golf and Country Club's Board of Directors as Curling Director and Marketing Director, and Co-Chairing Bayview's Mixed Curling Section with her husband Jeff for the past 11 years. As the Director of Corporate Communications for the Financial Services Regulatory Authority of Ontario, Melissa is an experienced communicator who specializes in issues management and media relations, change management and building highly effective teams.

### GRACE BUGG – PAST PRESIDENT

Leaside's Grace Bugg handed over the role of President of the TCA to Danielle after spending two years as the President. Grace also served as Director of Championships for several years prior to her term as President.

### MAUREEN CONDON – DIRECTOR, CHAMPIONSHIPS

Maureen Condon joined the TCA Executive in 2018-19 bringing a wealth of experience to the table. She is an experienced Curling Canada official having been at local, provincial and national events, a statistician and timing Chair for the 2016 Canadian Mixed Championship, as well as a former CurlION Zone 8 representative and the Weston TCA representative. Maureen also provided many years of service on Weston's mixed and business women's committees. Maureen oversaw the activities and strategies of the volunteer Championship Committee Chairs in the execution of the TCA's Championship event series. Maureen also assisted with TCA website posts for news and events. Her report is included.

### JOHN HEADLEY – TREASURER

As TCA Treasurer, Richmond Hill's John Headley continued to be responsible for day-to-day management of all TCA financial affairs, including Championship event entry fee processing and expense reimbursement and processing. He also prepares the TCA's financial reports and liaises with the Association's external auditor.

### JASON CHANG – MEMBER AT LARGE

Jason is a long-time member of East York Curling Club, having served as President from 2013- 2015. Beyond his service on the Boards of the TCA and EYCC, Jason is a commentator for CurlION championships with Title Sports Live, and has also covered the TCA Men's Championship on Rogers and the World Mixed Curling Championship. On the ice, Jason

competes for the Hong Kong national team and has appeared at three Pacific-Asia Curling Championships, two World Mixed Curling Championships and two World Mixed Doubles Curling Championships.

#### GLENN GABRIEL – MEMBER AT LARGE

Glenn is an NCCP-certified curling coach and longtime Little Rocks organizer at East York Curling Club. This was Glenn's first year on the Board, in the role of Director, Youth. He also produces a podcast called, "Coaching Kids Curling."

#### TOM WORTH – MEMBER AT LARGE

Tom graduated with a BA in Communications from Brock University. He has been a curler for over 35 years after being introduced to the game at age 5 by his parents. Tom had a rather interesting start to the game, as he started curling using a bleach bottle with the top cut off and filled with concrete since little rocks weren't available at his home club. Over the years, Tom has won a provincial title and numerous club championships. Tom has taught many people to throw their first rock and has given lessons to curlers of all ages. Tom is a Curling Canada certified Level II Ice Technician. Tom is the Curling Manager and Head Ice Technician at Donalda Club and has worked in the curling industry for over 10 years. Tom serves as the Club Manager liaison to the TCA Board of Directors.

#### BONNIE SACCHETTI – MEMBER AT LARGE

Bonnie curled at the now closed St Georges Golf & Country Club for 15 years, serving on various leagues and committees. Once the final decision to close the Curling was made Bonnie joined a group of passionate Curlers, not only from St Georges, but from across the GTA to establish a new City Owned Curling Facility in the west end of Toronto. She has been working as a Director of the Not For Profit corporation in several capacities, most notably working with the group to meet and communicate with the Parks Forestry and Recreation representatives. The TCA invited W.E.C.C. to be on the board last September in order to keep the lines of communication open and thereby allowing the TCA to offer their help and resources to the cause.

#### JACKIE DECHENES – SECRETARY

Jackie learned to curl at Annandale Curling Club before moving to Ennismore and curling there for many years. After a break from the sport to have two children Jackie has returned as the Curling Manager at Oshawa Golf & Curling Club. Jackie is also the Retail Manager in the Pro Shop and Social Media Manager for the Club. Jackie holds an Honours Bachelor of Commerce, with Sports Administration Specialty from Laurentian University and has held positions as Technical Director at Ontario Ringette as well as Executive Director of Ontario Speed Skating Association.