

THE HOG LINE

Volunteer Newsletter of the
2012 Ford World Women's Curling Championship



WORLD WOMEN'S
CURLING
LETHBRIDGE
2012

Official Volunteer Sponsor



Volunteer Rally – October 30

Now that you have applied to be a volunteer with the 2012 Ford World Women's Curling Championship and have been accepted it is time for the next step.

We will be hosting our first Volunteer Rally on Sunday, October 30 at the Coast Lethbridge Hotel & Conference Centre. All volunteers are strongly encouraged to attend this event. This is where you will be required to pay your \$100 Volunteer Fee, be sized for your uniform, have your accreditation picture taken and have an opportunity to meet and speak to your Director.

Directors are beginning to contact volunteers that have been assigned to their areas. If you have not been contacted by October 14 please contact Lindsey at the Event Office at 403-942-2875.

If you are unable to attend the rally please call Lindsey at the Event Office on Monday, October 31 to make alternate arrangements.

Each group of volunteers is assigned a time slot at the rally and you are only required to attend for your specific time slot.

When Should I Attend?

1:00

Team Services & VIP Transportation Lounges
Decorations & Information Booths
Banquets & Rallies
Ceremonies
FANtastic

2:00

Bar Services
Banking
Patch Facilities
Publications & Program Sales
Souvenir Merchandise
Corporate/Group Ticket Sales

3:00

Arena, Rocks & Ice
Communications & Signage
Construction
Officials, Stats & Timers
Media Room
Security & Accreditation

Snacks and refreshments will be provided. See you there!

Your Role as a Volunteer

By signing up to be a volunteer for the 2012 Ford World Women's Curling Championship you have agreed to the following terms and conditions:

- Contribution of a *minimum* of 24 hours of service during the event
- Purchase a Volunteer Rewards Package for a fee of \$100
- Payment due at the Volunteer Rally on October 30
- Authorization to perform a background check if necessary
- Authorization for photos to be taken of you during the 2012 Ford World Women's Curling Championship

Benefits of being a Volunteer:

- Access to the Patch throughout the event (located at the Servus Sports Centre)
- Three pieces of volunteer clothing
- Volunteer collectible pin
- Volunteer Handbook
- Two pre-Event Volunteer Pep Rallies
- Invitation to the Volunteer Appreciation Party on March 16, 2011
- Access to the ENMAX Centre (this DOES NOT GUARANTEE a seat or access to watch curling)
- In order to guarantee the ability to watch curling when not on duty tickets must be purchased

SAVE THE DATE!

Sunday, October 30, 2011

Where: The Coast Lethbridge Hotel & Conference Centre

Time: 1:00—4:00 pm

Bring: \$100 Volunteer Fee

(only debit and credit cards will be accepted)

TICKETS:

855-329-SEAT
curling.ca/tickets



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Volunteer Timeline

STEP #1 Apply & Accept

Complete Online Application and Get Accepted

You have now completed the online application form indicating your interest to volunteer for the 2012 Ford World Women's Curling Championship and are ready to get started. You should have recently received contact from the Director of the area you have been assigned to, introducing themselves and informing you of the type of work you will be doing during the event. If you have not spoken to your Director yet, please contact Lindsey at the Event Office immediately. If you have any scheduling conflicts or concerns leading up to the event please contact your Director to discuss.

STEP #2 Read Newsletter

Read and Keep this Volunteer Newsletter

Please read this newsletter carefully, as it contains pertinent information that you need to know as a volunteer. It is a good idea to keep it on hand and use it as a reference leading up to the event.

STEP #3 Attend Rally #1

Attend the Volunteer Rally on October 30

Our first volunteer rally is scheduled to occur on October 30 at the Coast Lethbridge Hotel & Conference Centre. Details for this event can be found on the first page of this newsletter. If you are unable to attend it is your responsibility to contact Lindsey at the Event Office on October 31 to make alternate arrangements.

What is the purpose of the rally?

- **collect** your \$100 Volunteer Rewards Package Fee
- get **sized** for your volunteer uniform,
- get your **picture** taken for your Accreditation badge
- **meet** your Director

Don't forget to bring your Volunteer Rewards Package fee!

STEP #4 Attend Rally #2

Attend the second Volunteer Rally

In the new year we will have a second volunteer rally for you to attend. You will be able to pick up your volunteer uniform at this time.

STEP #5 Attend Volunteer Appreciation Party

Attend the Volunteer Appreciation Party on March 16, 2012

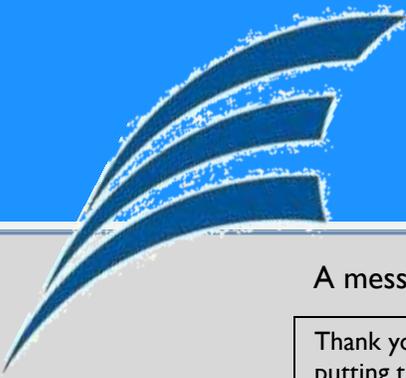
On the evening of March 16, 2012 we will be hosting a Volunteer Appreciation Party at the Servus Sports Centre to kick off the event.

Watch for your invitation closer to the date.

STEP #6 Go Time!

Time for the Big Show!

It is finally the time you have been anxiously awaiting! From March 17 – 25, 2012 the 2012 Ford World Women's Curling Championship will be *rocking* Lethbridge and with your help, we aim to make it the best World Women's Curling Championship to date. Bring your hard work ethic, bright smiles and a love for the roaring game and have an experience of a lifetime!



Greetings from your

Host Committee

A message from the **Host Committee Chair**...

“I can’t say enough about the support that we have received from our local media in promoting the event, whether on television, radio or print.”

“Your enthusiasm will ensure that this is a fantastic event.”

Thank you volunteers! It is with great pride that I welcome you to a great team of people dedicated to putting their talents and hard work to make the 2012 Ford World Women’s Curling Championship in Lethbridge a huge success. It seems like we are still coming down from the 2007 Scotties and here we are ramping up for an even bigger event! I plan to see many familiar faces and also make some new acquaintances throughout the organizing and hosting of this event.

I want to make special mention of the Executive Committee who have taken on leadership roles to help guide the organizing and hosting of this event

Also, the dedication and hard work by everyone at the event office has just been outstanding. Their guidance in keeping the committee on track, and managing the daily operations has been so valuable. A big thanks goes them.

We have done some exciting things to put Lethbridge on the national map- including significant efforts in promoting the event locally, regionally and throughout the country. Our promotions have been aired across Canada on network television.

I ask for your help in promoting ticket sales. Talking about this event to your friends, family and neighbors will only increase the excitement in the community. Be sure to check the website often to keep on top of news surrounding the event at www.curling.ca

Curling fans have been busy purchasing tickets to ensure that they have the best seats in the house to watch the best women’s curling in the world. Our corporate community and the City of Lethbridge have been very generous in supporting this event that allows us to carry on this Canadian curling tradition.

We still have work to do, but I know that we are in good hands with the commitment from all of you. Your enthusiasm will ensure that this is a fantastic event.

Sincerely,



Jody Meli
Chair, Host Committee

Meet Your Host Committee...

Facilities Committee

Vice Chair – Tom Hopkins

Directors:

Arena, Rocks & Ice – Dave Manser
Communication, Signage
& Construction – Kevin Ponech
Officials, Stats & Timers – Kirk Mearns
Media Room – Lana Barlow

Hosting Committee

Vice Chair - Trish Wallace

Directors:

Team Services & VIP
Transportation – Paulette DeCoste
Lounges – Sherryl DeCoste
Information Services &
Decorations – Shauna Ferby

Special Events Committee

Vice Chair – Karlen MacDonald

Directors:

Banquets & Rallies – May Olshaski
Ceremonies – Kristin Kirkpatrick
FANTastic – Donna Conway

Directors Reporting to the Event Office:

Security & Accreditation – Scott Walker
Community Events & Paint the Town, Corporate/Group Ticket Sales – Barry Knight
Bar Services – Alan Snow
Banking – Fran Yoshida
Patch Facilities – Diane Boulton



Greetings from the Canadian Curling Association

A message from the **Chief Executive Officer...**

I would like to extend my warmest greetings to all the volunteers who have made the commitment to be part of the 2012 Ford World Women's Curling Championship.

Over the past few years, our organization has undergone some significant changes in leadership, governance and our financial model. This past year, the CCA was able to build on our success as an organization, whereby we announced that we had another fruitful year at the most recent 2011 National Curling Congress this summer.

The CCA is genuinely excited to have the wonderful City of Lethbridge play host to the 2012 Ford World Women's Curling Championship. Lethbridge has hosted multiple curling championships with great success, the most recent being the 2007 Scotties Tournament of Hearts. The city also has a special place in my heart given my wife grew up there and we still have family ties to the community. I am certain Lethbridge will do a fabulous job of hosting the world this coming March.

I would like to take this opportunity to formally challenge you, the volunteers, to help motivate everyone in Lethbridge and all of Alberta, for that matter, to purchase tickets to fill the ENMAX Centre and make this year's Women's Worlds the curling event of the year. Attendance is a key factor to any event and I would like to call on all of our volunteers, to spread your enthusiasm, via word of mouth, to help promote this event. Your active role in this capacity is tremendous support which we really appreciate.

The Canadian Curling Association would also like to acknowledge the significant support of Ford of Canada as the title sponsor to this event. Ford and the CCA have been partners for almost 20 years and we are fortunate to be able to have such a high profile corporate partner that has invested so much into our sport and enhanced our events across the country. They are to be commended for their role.

We are extremely proud and delighted to have Lethbridge host the 2012 Ford World Women's Curling Championship. Please understand that our organization recognizes and appreciates that this event simply could not happen without you.

To every single volunteer – no matter what role you play – welcome aboard and I hope you have a fantastic time throughout your volunteer role. Lets work together to make this a memorable event for all to enjoy!

Warmest regards,

Greg Stremmlaw
Chief Executive Officer
Canadian Curling Association

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Promoting the Worlds at

Community Events

Over the summer months, volunteers have been busy helping to promote the 2012 Ford World Women's Curling Championship at various Community Events throughout Lethbridge and the surrounding communities. Brochures were handed out, tattoos were applied, ballots were filled out, hands were shaken, new volunteers were recruited, tickets were sold and excitement grew! We had a great crew of people donating their time at the following events:

- Coaldale Candy Parade
- Street Machine Weekend – Show n Shine
- SAEA Heritage Day
- Canadian Country Music Weekend
- LSCO Family Festival
- Whoop Up Days Parade
- Whoop Up Days Marketplace
- Taber Corn Festival

A huge thanks goes out to every one of you, we could not have done all of this without your generous donation of time and energy!

World Women's Curling Championship FACTS

- * The World Women's Curling Championship was first held in 1979
- * The 2012 Ford World Women's Curling Championship will mark the 12th time Canada has hosted this prestigious event
- * Canadian teams have won the World title on home soil 3 times
- * Only gold and silver medals were awarded until 1984
- * Canada has brought home 28 total medals from the Championship
- * No team has won the Championship without suffering a loss
- * After round robin play, a first place tie has resulted four times, with Canada being one of the two teams in all four occasions
- * Canada has won the event 15 times
- * Canada holds the record for the most games won with 305
- * Canada has "shut out" their opponent on three separate occasions



Coaldale Candy Parade



Canadian Country Music Weekend



Canadian Country Music Weekend



Whoop Up Days Parade



Whoop Up Days Marketplace



A few messages from our

Corporate Sponsors

Title Sponsor

To the 2012 Ford World Women's Curling Championship volunteers, thank you.

Thank you for being part of a passion. For contributing your time and shaping a game that continues to shape our country. Thank you for all you have done—on and off the ice.

Ford Motor Company of Canada is proud to continue supporting one of the World Curling Federation's most competitive tournaments.

As title sponsor of the 2012 Ford World Women's Curling Championship in Lethbridge, Alberta, Ford has seen the game flourish since first getting involved with the sport 18 years ago. Fuelled by passion, the curling community's dedication parallels Ford's commitment to developing quality vehicles consumers can depend on.

Great things happen when people work together. There is no doubt that the 2012 Ford World Women's Curling Championship will be the best one yet.

See you in Lethbridge.



Drive one.

Presenting Sponsor

Richardson International is Canada's largest, privately owned agribusiness and has served farmers across the country for more than 150 years. Based in Winnipeg, Richardson has over 1,600 employees across Canada and is a worldwide handler and merchandiser of all major Canadian-grown grains and oilseeds. Richardson offers a world of expertise in grain handling, merchandising, logistics, crop inputs sales as well as oilseed processing and food service packaging. One of Canada's 50 Best Managed Companies, Richardson is recognized as a global leader in agriculture and food processing. Richardson also has a long legacy of supporting the community. Through the Richardson Foundation, the company donates thousands of dollars each year to support local projects and organizations in communities across the country.



Volunteer Program Sponsor

For as long as we can remember, at Save-On-Foods we've actively supported the communities in which we do business, focusing our efforts on local events like the Ford World Women's Curling Championship. We know all too well the important role that volunteers play in the success of community events. Lethbridge is a city that is known for its dedicated and enthusiastic network of volunteers and we're pleased to be a part of this event, supporting them in any way we can. After all, our communities support us too. So whether it's through participation in local sporting events, charities or community services, we're there.



Stay tuned for more Corporate Profiles in our second Volunteer Newsletter!

A few messages from our

Media Sponsors



CTV Lethbridge is a proud sponsor of the 2012 Ford World Women's Curling Championship and we would like to thank all of the dedicated individuals who are volunteering their time and talent. Volunteerism and community involvement is a central philosophy at CTV Lethbridge and has been since we first went to air 43 years ago. This commitment to the community has been proven by the many relationships that have been formed over the years with amazing local organizations. Throughout the years we have received accolades from our peers and our viewers for our community initiatives, but that's not why we do it. We sincerely want to make Lethbridge a better place to live and work.



Global Lethbridge is pleased to welcome the 2012 Ford World Women's Curling Championship to Lethbridge. A division of Shaw Media, the local television station is celebrating 57 years of broadcasting to southern Alberta in 2012.

We are especially proud of the extensive Sports coverage we are able to provide to our viewers seven days a week. Marty Baceda and Paul Kingsmith bring both experience and local knowledge to the game. And because they are the only sportscasters who live in Lethbridge, they give us what we like to call "the home ice advantage".

We invite you to watch Global Lethbridge leading up to the Championship for unique curling features and profiles on Global Newshour at 6, and Newsfinal at 11. We think our coverage, like the game of curling, "rocks"!



The Lethbridge Herald has been serving Southern Albertans for over 100 years. The only Daily Newspaper in Lethbridge, the Herald provides complete coverage of local and international news, sports, arts & entertainment. Along with the Sun Times, Lethbridge Journal and Prairie Post West, the Herald provides its readers and advertisers with complete coverage of the City of Lethbridge and surrounding areas.



We are proud to be a part of this prestigious event and salute all the



"CJOC" believes in **LIVE LOCAL RADIO**. The **CJOC** News Team is the largest and most experienced in Lethbridge presenting local newscasts on the hour all day.

Our Announcers "Know and Love" Southern Alberta. Our Morning Show is anchored by well known local celebrity Mark Campbell and features Esther Madziya with your news and information every 30 minutes, and plenty of "Classic Hits" all day long.

Erin Lucas kicks off "The **CJOC** No Repeat Workday" weekdays at 9am, Jordan Karst takes over at 2pm to wind down your day and "The John Tesh Radio Show" features "Music and Intelligence For Your Life" on Lethbridge's most unique evening radio show.

CJOC-FM is Locally Owned and Operated by Clear Sky Radio Inc



Your Country, Country 95.5 plays the best country music from the last three decades and is a proud member of the Jim Pattison Broadcast Group. Country 95 is the Local News Leader and will have extensive coverage of the 2012 Ford Women's World Championships. When you're getting up to watch the curling wake up with Brooksie, Reid and Bobbi, we take our fun seriously.



B 93 is Lethbridge's Number One Hit Music Station playing the hottest top 40 tracks from around the world. The Bee is also a part of the Jim Pattison Broadcast Group. The Breakfast Buzz starts the day and you can hear legendary Rick Dees Saturday mornings from 8 to noon.



107.7 THE RIVER has a bright new sound for the Southern Alberta market! 107.7 THE RIVER delivers Today's Hits and Yesterdays Favorites from artists like Pink, The Police, Avril Lavigne, Fleetwood Mac, Lady Gaga, Savage Garden, Jason Mraz and Nickelback.

Wake up weekday mornings with Lethbridge's favorite couple, Jerhett and Cathy in the Morning.

ROCK 106 plays today's best rock music, along with the biggest classic rock songs of all time! ROCK 106 appeals to both men and women, with a broad age spectrum between 18 and 54. Our listeners love the new ROCK music from today's biggest stars. And, many, if not most, of our listeners grew up with the classic rock we play. Start every weekday with Vince & Rosie in the morning, Lethbridge's funniest morning show team!



Contact Us

2012 Ford World Women's Curling Championship Event Office

Lethbridge Centre
147 – 200 4th Ave S
Lethbridge, AB T1J 4C9
Ph: 403-942-2875

Event Manager – Gord McNabb (gmcnabb@curling.ca)
Sponsorship Fulfillment & Marketing Coordinator – Andy Henry (ahenry@curling.ca)
Event Assistant – Lindsey Kruschel (lkruschel@curling.ca)

Please direct all general inquiries to Lindsey at the Event Office



Sponsors of the 2012 Ford World Women's Curling Championship



Drive one.

DIAMOND



VOLUNTEER SPONSOR



GOLD



SILVER

OFFICIAL SPIRIT SUPPLIER



BRONZE



MEDIA

