



# Changing the Face of Curling

## Agenda Detail

### 1. Opening Keynote: Dr. Richard Norman – *Moving Beyond Diversity & Inclusion*

Dr. Norman's keynote will focus on the landscape of diversity and inclusion as it relates to sports, specifically curling. He will describe how we must engage populations outside traditional associations of participation in curling, but with a focus on better understanding community needs, and seeing these people not as a saviour of falling participation, but rather as strengthening ties to all communities, especially to BIPOC communities. Overall, the presentation centers on our confusion within this space, and how taking a stance of anti-oppression is actually necessary to form a new understanding, privileging true diversity, sustainability, and resiliency in curling, and more poignantly, to a sporting culture that is more compassionate, adaptive, and serves all Canadians.

#### Richard Norman's Biography



Richard Norman is a researcher + lecturer + futurist + strategic consultant who works with people to affect change towards a more socially just, sustainable, and resilient future. Richard's doctoral research explored the intertwining of "race," whiteness, and colonialism in the sport of curling, and the deconstruction of dominance within sporting cultures. Richard's research is committed to approaches that can open up dialogue and discourses towards a more humane and morally driven worldview. His commitment to research continues now with the "Sport, Diversity, & Race Project" as a post-doctoral fellowship in the Ted Rogers School of Management at Ryerson University.

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### 2. Panel Discussion One: *Honouring the Experience of BIPOC Curlers*

The conversation will center around what *faces* are included, which are not, and why this may be happening.

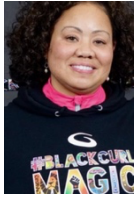
#### Panelist Biographies:

#### Andrew Paris Biography



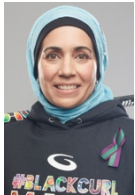
Andrew Paris is a Black curler and coach born in Summerside, PEI and currently living in Truro, NS. He's been curling for almost 25 years and coaching curling for 15 years. Andrew has worked with Nova Scotia Curling for 3 years as their Technical Director and is currently the Coaching Lead for Equity, Diversity, Inclusion and Mentorship with the Canadian Sport Centre Atlantic. Andrew collaborates with communities across Nova Scotia to increase opportunities for equity, diversity, and inclusion in sport. Andrew is the President and Founder of the Black Rock Initiative. Their mission is to create opportunities for BIPOC youth to try Curling while also providing Curling clubs with the tools and resources necessary to be a welcoming facility to their entire community.

### Debra Martin Biography



Debra Martin curls out of the Plainfield Curling Club in New Jersey. Debra is a former Vice President of her Club, was the USWCA club rep for 5 years, and Co-Chairs the USWCA women's All-American event at her home club with her wife, Charlotte. Deb, and Dean Gemmell, are co-founders of the Ice Breakers program. The goal of Ice Breakers is to "Share the Sport + Elevate the Game" of Curling within communities of color and to nurture cultural competency of Allies within the sport. Deb is the designer of the #BlackCurlMagic broom which celebrates the verve and vibrance of Black culture. It is also a wink and a nod to the Black GIRL Magic movement – a movement that celebrates the spirit, power, tenacity & resilience of Black women.

### Sabena Islam Biography



Sabena Islam is a long-time curler, youth instructor, and competitive coach. She has held various administrative and volunteer roles in curling, including providing contributions to the early stages of Curling Canada and CurlON's EDI processes. She is an advisory committee member of United We Curl and is on a continual learning journey in the EDI space, pursuing Cornell University's Diversity and Inclusion Certificate and immersing herself in anti-racism training. Sabena advocates for Islamophobia Awareness and Prevention through her work with the National Council of Canadian Muslims and the Islamic Society of Kingston. Sabena is also a licensed professional engineer in Ontario and manages a small business.

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## 2A. Lunch – Guest Speaker – Sonja Gaudet Biography



Sonja Gaudet sustained a spinal cord injury 25 years ago from a horseback riding accident that left her paralyzed from the bra-line down, she remained determined to continue her active lifestyle alongside her family. Using the "power of sport" as rehabilitation, she has since gone on to live a full and meaningful life as a mother, wife, athlete, and motivational speaker. For 14 years, Sonja competed globally for Canada as a Paralympic athlete, winning three Paralympic Gold Medals and three World Championships in the sport of Wheelchair Curling. Sonja now works in the tourism industry in the Thompson Okanagan Region of BC, supporting stakeholders in creating barrier-free experiences and activities that are accessible and inclusive for everyone.

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## 3. Session A: Focus on Curling Research – Recent Curling Research - Dr. Luke Potwarka

*A Decade of Curling Participation in Canada (2009-2019): Trends, Issues, and Opportunities.* Using nationally representative data provided by the Print Measurement Bureau, this presentation will highlight trends in curling participation in Canada from 2009 to 2019. These trends will identify changes in the estimated size of the Canadian curling market, and the frequency of participation among "light" (i.e., people who curl one or two times per year) "medium" (i.e., people who curl three to nine times per year) and "heavy" (i.e., people who curl ten or more times per year) curlers. Particular attention will also be directed at socio-demographic, behavioural, and psychographic characteristics of Canadian curlers over the past decade. This presentation will conclude by identifying key issues and opportunities to improve reach and access to the sport. To this end, it is hoped that data presented will help inform strategies to enhance participation opportunities for all Canadians.

### Dr. Luke Potwarka Biography



Luke is the Director of the Spectator Experience and Technology (SEAT) Laboratory and Associate Professor in the Department of Recreation and Leisure Studies at the University of Waterloo. Luke's research focuses on consumer behaviour related to sport events. It addresses the overarching question: under what conditions do sport events have positive impacts for individuals and organizations in host communities? His research draws from diverse disciplinary perspectives (e.g., social psychology, geography) and methodological approaches. The knowledge generated from Luke's work is aimed to improve event management practices in ways that maximize participation and economic-related impacts that can result from hosting elite-sport events.

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#### 4. Dr. Heather Mair – *Curling and Community: Invite Them and They Will Curl*

There is strong evidence to suggest that people typically try curling because someone invited them. And, perhaps more importantly, they continue curling because it was a positive, informative experience. This presentation will highlight more than a decade of research into the role of personal relationships and community-building in curling. Heather's presentation will also offer ideas for club members to broaden their perspective when considering how to attract, support, and retain new members.

### Dr. Heather Mair's Biography



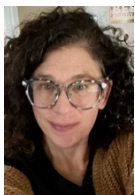
Heather Mair is a Professor in the Department of Recreation and Leisure Studies at the University of Waterloo. She has been interested in the role of curling clubs in community development for more than 15 years. Her broader research interests and projects include rural tourism development, community music making, and the role of social supports for women leaving prison. She lives with her husband, daughter, and two cats in Guelph, Ontario.

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#### 5. Session B: Focus on Curling Research – Aging and Race in Curling - Dr. Kristi Allain – *Men with Brooms: Men's Curling in Canada and the Experiences of Curlers in Later Life*

Elite-level men's curling appears poised for a new masculine identity, one that breaks with the celebration of curlers as wise, mature, and experienced and is premised instead on an identity that appears more in line with conventional sporting masculinity---a masculine identity that celebrates youth, strength, and aggression. Drawing from interviews with curlers over 65 years in two mid-sized Canadian cities noted for their aging populations, this work addresses the ways that old(er) men come to understand themselves and others through their experiences as curlers in this new era. Allain argues that curling provides an important social space for men to celebrate aging and disability, providing a counter point to neoliberal notions active aging and sports models of excellence, instead positing a discourse of truly aging well.

### Kristi Allain's Biography



Kristi Allain is an Associate Professor of Sociology and a Canada Research Chair in Physical Culture and Social Life at St. Thomas University (Fredericton, NB). Her work is centred at the intersections of Canadian identity, gender, ageing and physical culture. Her current research program addresses the issue of power at play in Canadian winter sport, questioning the ways the old might potentially disrupt common sense notions of Canadian national identity.

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## 6. Dr. Carly Adams – *A will to forget? Japanese Canadian Experiences of Curling in Southern Alberta*

Southern Alberta is home to Canada's third largest post-war concentration of Japanese Canadians. Many Japanese Canadians were relocated to this region between 1942-1949 and many remained to rebuild their lives and communities during the postwar period. In this paper, I draw on oral histories conducted as part of the Nikkei Memory Capture Project, a multi-year oral history project that initiates the narration and analysis of the cultural and social history of Japanese Canadians from 1950 to the present in southern Alberta, to interrogate the cultural practice of curling. Specifically, this paper focuses on the development of the Japanese Canadian Curling Bonspiel in Alberta, a tournament that began as a small eight-team event in 1953 and by the 1970s had developed into a trans-regional and trans-national, intergenerational event attracting over 50 teams each year. While curling can be viewed as a means of assimilation, Japanese Canadians are not hapless victims of postwar Canadian assimilationist rhetoric. Through curling, Japanese Canadians were influential in terms of the boundaries they subverted, the relationships they innovated and the hybrid identities they invented.

### Carly Adam's Biography



Carly Adams is a Tier 1 Board of Governors Research Chair, Co-Director of the Centre for Oral History and Traditions, and Professor in the department of Kinesiology and Physical Education, at the University of Lethbridge in Alberta. Carly explores community, resiliency, and gender in her research, with a focus on sport and leisure experiences. She is the Principal Investigator (in collaboration with Dr. Darren Aoki) of the SSHRC Insight funded Nikkei Memory Capture Project, a community-based oral history project focusing on Japanese Canadian histories in southern Alberta. She is a recognized editor, the author of *Queens of the Ice*, and has many publications in various academic journals.

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## 7. Section C: *Extending the Social Impact of CSOs*

The presentation will outline how community sport organizations are broadening the scope of their efforts alongside sport programming to address social issues in their communities, thus expanding their "civic footprint" in society. Examples of these efforts, occurring in both recreational and competitive sport contexts, include environmental conservation, team-based volunteering or fundraising for other local charities, clothing/food drives, and athlete activism. Our research demonstrates that these socially responsible initiatives may complement the primary mandate of sport clubs and provide a meaningful way for clubs to enhance the sport participation experience, while simultaneously developing athletes as citizens. We will discuss how this orientation to generosity and broader social impact may help sport clubs continually re-evaluate their role in the community and respond to more sophisticated demands from their members; specifically, Canadians who want values-based and principle-driven sport in their communities.

### Speaker Bios:

#### Dr. Katie Misener Biography



Katie Misener is an Associate Professor in the Department of Recreation and Leisure Studies at the University of Waterloo. She received her PhD in Kinesiology (Sport Management) from Western University after receiving a master's from the University of Windsor and a Bachelor of Kinesiology from McMaster University. Her primary research focuses on the capacity and social impact of non-profit community sport organizations, particularly on how capacity can enhance support to sport service delivery and foster social engagement through sport. Katie works closely with community organizations in her research and teaching. She currently volunteers for the

Woolwich Minor Hockey Association, Parks and Recreation Ontario, and the Kitchener Waterloo Community Foundation.

### **Dr. Kristen Morrison Biography**



Dr. Kristen Morrison is a Postdoctoral Research Fellow at the University of Toronto in the Faculty of Social Work. Dr. Morrison's research examines the use of strategy by non-profit community sport organizations, with a focus on how these organizations can grow their membership. The audience will benefit from her expertise in helping community sport clubs think more strategically about how to attract and serve their members, as well as the broader community.

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## **8. Panel Discussion Two: *Representations of Diversity in Sport* – Media Panel**

The conversation will center around the challenges and opportunities faced by members of sports media as they work to address issues in representation.

### **Devin Heroux's Biography**



Devin Heroux is a CBC Sports and News reporter, the digital reporter for CBC/Radio-Canada's coverage of the Winter Olympic Games Beijing 2022, and co-host of That Curling Show. Originally from Saskatoon, Heroux was first captivated by the Olympic Winter Games while watching the Saskatchewan curling team led by Sandra Schmirler win gold at Nagano 1998. Now based in Toronto, Heroux is a cross-platform reporter for CBC Sports and News. In addition to hosting That Curling Show, he's also covered the Toronto Raptors NBA championship, U.S. Open tennis, Grey Cups, as well as many different sporting world championships.

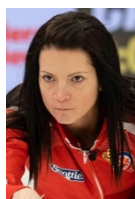
### **Donovan Bennet's Biography**



A multi-talented host, producer, and writer, Donovan Bennett is one of Canada's most prominent and progressive storytellers. Renowned for his unapologetic style and multiplatform dexterity, Bennett continuously dares to challenge the status quo through influential content that intersects sports, race, politics, gender, and pop culture. In addition to a Ted Rogers Business Excellence Award nomination for his work honouring the legacy of George Floyd with #Remember929, Bennett's *Ending Racism: What Will it Take?* special with *Cityline*'s Tracy

Moore won a 2021 RTDNA Canada Award. Born and raised in Scarborough, the proud Torontonian currently resides in Mississauga with his wife Kate and son Desmond.

### **Kerri Einarson's Biography**



Kerri Einarson is a Métis curler from Camp Morton, Manitoba, in the Rural Municipality of Gimli. Einarson is the three-time reigning women's national champion in curling, skipping her team to victory at the 2022 Scotties Tournament of Hearts, 2021 Scotties Tournament of Hearts, and the 2020 Scotties Tournament of Hearts. She previously won silver in 2018. She has also won four provincial mixed curling championships in 2010, 2013, 2015, and 2017. Einarson won 5

Grand Slam of Curling events on the World Curling Tour, Winning the Tier 2 Tour Challenge twice, winning the 2016 Boost National, and winning the 2019 and 2021 Players' Championship. Einarson also won the 2021 Mixed Doubles Canadian Championships and placed 4th at the Mixed Doubles Worlds in Aberdeen, Scotland.

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## 9. Morning Panel: *Towards an Inclusive Curling Future*

The conversation will center around inclusion, showcasing the research of critical sports scholars and speakers.

### **Simon Barrick's Biography**



Simon is passionate about researching and building diverse and inclusive sport opportunities for all Canadians. Simon is an Assistant Professor at Cape Breton University where he teaches in the Sport and Physical Activity Leadership as well as Community Studies programs, focusing on sport management. Simon is also finishing his PhD in the University of Calgary's Faculty of Kinesiology, with a focus on newcomer integration through introductory winter sport programs. Simon has presented his research to diverse national and international audiences and has consulted for several Canadian sport organizations (e.g., Curling Canada, Curling Alberta, and the Alberta Lacrosse Association).

### **William Bridel's Biography**



William Bridel is Associate Dean (Academic) and Associate Professor in the Faculty of Kinesiology at the University of Calgary. His teaching and research focus broadly on sociocultural aspects of sport and physical activity. His current research projects include investigations of LGBTQI2S+ inclusion in the national sport system as well as the history of sport in Calgary's LGBTQI2S+ history. He has presented many workshops on inclusive sport to local, provincial, and national sport organizations. William has been involved in the Canadian sport system since he was 4, with roles over the years including athlete, official, volunteer, and NSO administrator.

### **Tribal Chief Mark Arcand's Biography**



Tribal Chief Mark Arcand with the STC Treaty office work for the seven communities whose Chiefs and Councils guide their vision and direction. As an STC leader and former employee who grew up in an STC community, Mark is driven to improve quality of life through capacity building. Chief Mark Arcand commits to bringing forward momentum with emphasis on reversing residential school effects through bridging strong cultural connections for coming generations. His greatest commitment is helping youth excel and build their dreams through developing the gift in each child. This means working to decrease the barriers they face and increasing access to equal opportunities.

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## 10A Lunch – Guest Speaker – **Greg Smith Biography**



Greg Smith is from St. John's, Newfoundland and Labrador. Greg has represented his province on the national stage at the Tim Hortons Brier in 2018 and 2021, as well as in Mixed Doubles and Juniors. Greg works as a curling co-ordinator and instructor at Bally Haly Country Club in his hometown of St. John's, Newfoundland. Additionally, Greg is a vocal advocate for LGBTQ+ inclusivity in sports and for social injustice in his community. Greg has also run for elected office as a candidate for St. John's City Council twice.

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## 10. Industry and Association Panel: Addressing Issues of Diversity in Curling

The conversation will center around efforts from within the world of curling to address issues of equity, diversity, and inclusion.

### Roselle Gonsalves' Biography



Roselle Gonsalves is the Head of Diversity, Inclusion, and Belonging at ATB Financial, a regional financial institution in Alberta, where she heads up the strategies to weave equity and inclusion into all aspects of the organization. Roselle's work in the field of EDI is underpinned by 10+ years of working and teaching in the areas of equity, diversity, and inclusion; and within diverse sectors including social services, consulting, and post-secondary. Roselle is a queer, racialized, immigrant settler woman, who makes her home in Treaty 6 territory. She approaches her work with a sense of humour, and a reflexive, intersectional, anti-oppression, anti-racism framework to allow for more inclusive ways of understanding the world.

### Erin Flowers' Biography



Erin Flowers, President of Goldline Curling and Co-Founder of UnitedWeCurl, is a highly motivated and passionate individual with over 20 years + of experience in the curling industry and customer engagement. Without a commitment to diversity and inclusion starting from the top levels of leadership within the sport of curling, we will continue to replicate biases at the grassroots level and the elite.

### Chad McMullan's Biography



Chad McMullan is the owner of Rock Solid Productions and he has been living and breathing curling since an early age. Chad received the 2019 Curling Canada Board of Governors Special Recognition Award for his work to grow the sport of curling. He created Rocks & Rings: an in-school program reaching over 2 million students and has introduced curling to people all over the world. Chad's curling career is rock solid. He has forged partnerships with the World Curling Federation, executed promotions generating millions of dollars in media exposures, and managed both, the World Curling Tour, and the World Curling Players' Association. Chad is eager to participate in the conference sharing his years of expertise.

### Sara Carlsson's Biography



Sara Carlsson holds the position of Development Officer at the Swedish Curling Association. Since 2020 Sara's work, with support from Dr. Richard Norman, seeks to build a structure around Diversity, Equity, and Inclusion for SCA. Sara's work has led to changing policies and frameworks designed to educate coaches, clubs, and the staff and board members within Swedish Curling. As a curler, Sara played competitively with Cissi Östlund and Anette Norberg, who she won the women's world championship with in 2011.

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## 11. Afternoon Keynote: Simon Barrick – *Ethical Considerations for Involving Newcomers to Curling*



Simon Barrick's presentation will begin by outlining demographic trends tied to immigration in Canada and will highlight the value of welcoming newcomers into curling. However, there will also be a deep reflection on the various challenges this poses, especially to a relatively traditional sport like curling. Indeed, various ethical considerations for doing this work "right" will be offered as a starting point for a conversation about diversity and inclusion and what this means for clubs of all sizes.

## 12. Afternoon Workshops: *Opening up the Club: Strategies for Changing the Face of Curling*

Come and be part of the process to identify action items you can take back to your communities.

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## 13. Legal Issues in Curling: Steven Indig, SportLaw

Helping you resolve legal challenges. We understand how important it is for organizations to be legally sound. The clarity and peace of mind it brings allows everyone on your team to put their full focus where it really belongs—on sport. Topics in this area include review and prepare business contracts; secure intellectual property protections; draft bylaws, policies, and procedures; liability issues (waivers) and how to protect the club.

### Steven Indig's Biography



Steve Indig, BRec, LLB, began his career with Sport Law in 2003, immediately after being called to the bar as a lawyer. Steve has had the opportunity to work with over 650 national, provincial, and local sport organizations (including curling) providing consulting and legal services related to governance, employment, contracts, policies, disputes, and privacy. He is a regular guest speaker and presenter at AGMs, conferences, and workshops, and acts as a mediator and adjudicator.

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## 14. Using Social Media to Market to New Customers - case studies presented - Dr. Michael Naraine

Social media allows curling clubs to connect and engage potential customers via those platforms. With a strong social media strategy and the ability to create engaging content, you can engage this new customer base. Dr. Naraine will walk you through the steps to get new customers to try curling at your club using real life pilots.

### Dr. Michael Naraine's Biography



Dr. Michael Naraine's primary research is in the area of digital sport management and marketing, examining the strategy, fan engagement, and analytics related to new developments in the sport business landscape (e.g., social media, eSports, blockchain). In 2019, he was named a Research Fellow of the North American Society for Sport Management. Prior to Brock, Dr. Naraine taught at the Deakin Business School in Melbourne, Australia, and he remains a consultant for professional, amateur, and intercollegiate sport operations in both Canada and Australia.

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## 15. Advocating to Various Levels of Government - Adam Yahn - Summa Strategies

Curling Canada has launched an advocacy toolkit to help raise the public profile of Canada's curling clubs with a particular focus on elected officials at all levels of government. Our intention through this campaign is to build capacity at the local level to enable the curling community to promote the important role curling clubs play in their community – economically and socially. As Canada shifts from emergency pandemic response to the social and economic recovery phase, curling clubs can provide vital support to their community by promoting the safe return to play, serving as a community hub, and supporting safe economic and social activity. By encouraging members to stay home during the early days of the pandemic, curling clubs did their part keeping Canadians safe. Now, it's time for us to help Canadians get back out there and #keepcurling. This campaign can help us promote our great sport, showcase our role in the community, and reinforce the importance of sustaining.



### Adam Yahn's Biography



Adam Yahn is a Senior Consultant at Summa Strategies who specializes in communications, government relations, and managing and executing advocacy campaigns. Adam's deep roots in Ontario politics and insights at Queen's Park are a resource for clients. He brings extensive experience to Summa having worked within federal and provincial governments as a political staffer to a Federal Minister, Member of Provincial Parliament, and Leader of the Official Opposition.

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## 16. Virtual Rocks & Rings Pilot Project Report

During a time when in-person presentations are limited or not available, we identified a need for alternative options to keep students learning and engaged in something new. Through the development of our Rocks & Rings "In The Classroom" online education portal, an idea was born to take it one step further and conduct a virtual session where teachers and students alike could sit back and learn more about curling while getting a glimpse of our education resources.

### Chad McMullan's Biography



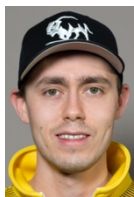
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## 17. Standards for Superior Programs & Services for Canadian Rinks

Curling Canada and our 14 member associations are preparing a comprehensive list of detailed best practices in our sport for all affiliated clubs to access. Each best practice will include a description of how to implement. Complete with video presentations and real-life examples part of a new web platform. Sample business operations best practices include: structuring membership fees; league formats; marketing; governance; icemaking; strategic planning.

**Presenters: Danny Lamoureux (Curling Canada), Bobby Ray (Curl NOCA), Kyle Doering (Project Manager)**



## 18. Closing Keynote - TBA