

Montreal West Curling Club

2011-2012



WELCOME PACKAGE

IMPORTANT DOCUMENTS INSIDE

PLEASE READ AND RETURN FEE SHEET

President's Message

Last season brought us many pleasant times, exciting and friendly competitions, and an ambiance of social interaction that only a great club could aspire to achieve.

Welcome to our Pre-Centennial Season and I can assure you, that this year will be even better.

However, in order to obtain the maximum benefits from your club, your support and your participation in the curling and entertainment events is a prerequisite.

The great majority of curling events are designed, for all levels of skill, and there are committees whose task it is to balance the players in a fashion that all teams can compete on an equal footing.

As to the entertainment events, without your attendance they simply cannot take place.

I would like to inform you that the President's Funspiel takes place on October 4th, and I hope to see a good turnout. This will also give me the opportunity to meet some of you who I do not know and also give you a chance to meet me, and indeed be able to confirm that curling skill levels are not important.

Following this event on October 6th, our Entertainment Committee will be hosting the OPENING DINNER which will give you the chance to renew acquaintances, make new friends and meet your Board of Directors, along with the many past president's that are present.

Our Board of Directors remains intact with a few changes, as follows:

John Ford has taken over as Treasurer

Cathy Hughes has generously come out of Board retirement in order to direct our membership/marketing efforts

Rob Williams has taken the position of Vice-president

Nacy Gallant has moved to Past President in order to make room for myself

Al Kmec will represent the Mixed Day +40 curlers

I am especially pleased to announce that after the last two turbulent years our club is a healthy and growing entity, and I am even more delighted to inform you that there will be **no fee increase** in any of the membership categories.

As many of you realize, it was a struggle to regain our financial health, and it is important that we maintain our path and continue to grow.

Having said this, it would be remiss of me not to emphasize that, in order to be a member in good standing, all membership fees must be completely paid up no later than November 15th, and I also must bring to your attention, that no bar bills or other charges exceed their 30-day payment period.

In closing, I wish to express to all that I am greatly honoured to be your President and look forward to the challenges ahead.

Have a good Season and good Curling.

Pierre Dufour

CURLING
Club de Curling de Montréal-Ouest
Montreal West Curling Club
2011

PORTES
OUVERTES



DECOUVREZ LE
CURLING!

Visitez les lieux du Club,
faites de nouvelles
rencontres, savourez
quelques gâteries, et ...
profitez du rabais accordé
aux nouveaux membres!



OPEN
HOUSE



DISCOVER CURLING!

Visit the Club's premises,
meet new friends, enjoy a
few snacks, and ... benefit
from our new member fee
discount!

17 AINSLIE 514 486 5831
www.mtlwestcurl.com

Juniors
General

SAM. / SAT. 1 OCT.
DIM. / SUN. 2 OCT.
LUN. / MON. 3 OCT.

10:00 – 14:00
13:00 – 16:00
18:30 – 21:00

I'm delighted to announce that this past year was our very best ever in terms of Marketing results!

Picking up where we left off last year ... when the Board replaced its Membership portfolio with an expanded slate of Marketing activities, here is a quick summary of this past year's activities.

The principal objectives aimed to "re-position" the Club in the public eye in terms of both curling and non-curling offerings to increase membership and profitability, via promotional strategies in several categories:

- * CURLING MEMBERSHIPS (all categories)
- * FUNDRAISING (including the Silent Auction)
- * ICE ADVERTISING (wall signs)
- * CLUB RENTALS (social and business)

In a nutshell, the past year's primary Marketing activities generated approximately **\$22,000** in revenue, distributed as follows:

OPEN HOUSE: October 2, 3, 4, 2010

Over 40 new visitors attended the Open House!

NEW INSTRUCTIONAL MEMBERS: 31 initially joined and 27 followed the complete program, generating approximately **\$7,500** (registrations in Instructional + other Leagues)

Many thanks to Carla Dempsey who successfully headed up the training program.

The new "Manual for the Instructional League", prepared by Marketing to provide standardized reference material to novice curlers, was very well received.

The reformatted MONDAY EVENING LEAGUE along with other traditional Club leagues attracted an impressive number of new members as well, providing additional net Individual Membership revenues of approximately **\$4,200**. (i.e new – lost member revenue).

TOTAL NEW MEMBER SIGN-UPS IN 2011: 89 new sign-ups are entered in the 2011 roster, while the total attrition count indicates a loss of -55 members in all membership categories, thereby resulting in a net gain of 34 new members.

Important Note: 89 new members = 27% of total Club membership.

As a result,

Club enrollment and membership revenue is at an all-time high!

DAILY, GROUP AND CORPORATE CURLING

NON-MEMBER CURLING FEES by groups and individuals rose significantly according to Dave Dubeau who handles such requests: about 200 sheets of ice were reserved during our 25 week curling season from early October to mid-April, bringing in an additional **\$2,700** this year over last year.

CLUB WEB-SITE REDESIGN: another Marketing initiative begun in 2008, was masterfully overseen last year by Dave Coombs, accounting for a high influx of out-of-town curling groups. The results have been extremely rewarding: How many of you knew that last year we welcomed teams of avid curlers from as far away as Berkeley, California; Staten Island, NY; Newark, N.J.; Chicago Illinois; as well as from France – not to mention manycross-Canada groups?

Our Club's congenial reputation is definitely spreading far and wide as hoped. Dave Dubeau says it breaks his heart to have to decline requests from avid curlers from warmer climes down south who inquire about curling in the summer -- convinced that we Canadians live in a summer-less Curler's Heaven of permafrost: the True North, Strong and Free!

BILINGUAL TEXTS: Dave Combs also ensured the translation of all the required texts into French for the benefit of our current and potential French-speaking membership.

SILENT AUCTION (FUND-RAISING): December 4, 2010

Once again, under the competent stewardship of Cathy Hugues, the 3rd edition of this popular Montreal West event once again attained its consistent revenue goal: approx. **\$6,200** fund-raised in one busy afternoon – but with monumental work both pre- and post-event. Thank you Cathy!

NON-CURLING CLUB RENTALS: by groups and individuals for personal, social or business use, were down by approximately 50%. This was primarily due to lack of available time slots to meet the demand during our regular curling season, as Saturdays, Sundays and Wednesday evenings tended to be fully booked by Curling Group Reservations.

The Club now has a significant window of opportunity for additional Rental revenue during the 5 off-season summer months as the recent installation of the A/C units in the Dining Lounge now makes it possible to promote the Club's fashionably c-o-o-o-l facilities to the local community for personal and business functions from May through September. And bear in mind that Club members are entitled to an annual free rental (bar and sundry charges at their expense, of course!)

LAST PHASE OF 5-YEAR RENOV. & REDESIGN PLAN : the recent installation of the air conditioning units in the Dining Hall (initially scheduled for last year) concluded the final phase of the Club's carefully planned 5-year renovation and re-design plan which was initiated in 2005.

ADVERTISING & PROMOTION REVENUE: is also at its highest to date.

Roster advertising, web-site links, ice advertising signs, scoreboards and a wall banner brought in a total of **\$4450** in Marketing revenue, a 20% increase over last year.

In Closing ...

All in all, It was a very good year for Marketing -- and a great debt of gratitude is owed to all who supported and contributed to these and many and other Marketing initiatives over many years, having given generously of their time and energy for the benefit and success of this Club. To all these collaborators, my sincere gratitude for their timely and most valuable support, as without them, we would not have seen these results. Thank you!

Francine V. Jones - Marketing

Only good news to announce!

Last year at this time, my words to you were:

"One thing is certain: The "status quo" no longer holds.

So, in this spirit, we intend to move forward with determination and a clean financial slate, in view of achieving the following 4 financial objectives in a 0-base budgeting perspective:

- 1 to minimize expenses to the best of our ability;**
- 2 to maximize our net income from operations**
- 3 to repay our bank loan as quickly as possible**
- 4 to, in turn, refund the Club's Building Fund ..."**

We knew that achieving these objectives would require the support and collaboration of the membership to a greater extent than ever before.

Today, I am thrilled that our year-end results fulfilled all these objectives – in spades – with the help and devotion of countless individuals who proved, without a doubt, that "Yes, we could".

My sincere appreciation goes to the following individuals whose primary (though not exclusive) functions were as follows:

- * John Ford, who served as the Club's improvised Book-keeper / Accountant resetting our financial clock and following through for this fiscal year;**
- * Cathy Hughes, who handled Communications and Member Relations – by email and personal door-to-door delivery. (I understand she had singing telegrams on her list in case they might be required);**
- * Anne Mitchell, the master-mind of our Office Operations, who diligently handled the day-to-day Office operations and ensured a constant open-door office presence with an amazing team of Day Ladies (and one Eddy Jones, affectionately dubbed Edwina Jones as a gender-bender tip of the hat). Somehow, Anne managed all this in addition to maintaining her demanding Bar and Lounge schedule.**

To all those named, and all those unnamed, who stepped up to the plate, my heartfelt thanks.

And now, down to business.

The term "O-Base Budgeting" is code for questioning the absolute necessity of every financial transaction. This was the key strategy which I pledged at last year's AGM to see applied to all the 2010-2011 fiscal year's activities to improve the bottom line by:

- 1: Increasing revenues**
- 2: Decreasing expenses**

**Well, we did both, in a totally draconian way, spending only what was critically required, and postponing to the coming year any expense which could reasonably be deferred.
In a nut shell ...**

Where we made money
REVENUE INCREASES vs Last Year

- * **COMMITTEE ACTIVITIES:** + \$8,742 net income over last year, including Ice and Roster Advertising, Bonspiels, Entertainment, Fundraising (Silent Auction) and Non-Curling Rentals
- * **MEMBERSHIP:** +\$11,954 net income over last year, including Individual, Daily and Group Curling, Garage & Lockers
- * **DONATIONS:** + \$3,895 net income over last year.

Where we saved money
EXPENSE DECREASES vs Last Year:

- COST OF GOODS SOLD:** - \$10,700 net saving over last year (for Bar / Lounge sales)
- ADMINISTRATIVE & GENERAL EXPENSES:** -\$54,964 net saving over last year (re: Office operations, supplies and equipment; Printing; Salaries and Wages; Utilities; Dues and donations.)
- COMMITTEE ACTIVITY EXPENSES:** - \$12,653 net saving over last year (re: Buildings & Grounds and Ice primarily;

The end result:

NET INCOME (after prior year's adjustments):	\$60,543	
Provision for full repayment of BANK LOAN + INTEREST	-37,000	
CONTRIBUTION TO THE BUILDING FUND added to PREVIOUS BUILDING FUND BALANCE 2010	\$23,000	(
	<u>\$19,889</u>	
<u>TOTAL BUILDING FUND BALANCE 2011</u>	\$42,889	

With these results, all four of the initially stated objectives have been met.

As Past-Treasurer, after eleven years of extensive involvement, it is comforting to know that the Club we have today is in better financial and physical health than before, with the highest membership count in its history, its premises efficiently redesigned and renovated, possessing the requisite resources to meet the administrative challenges of tomorrow, and promising the best curling season ever.

To all those who lent their support and encouragement over the years, please accept my heartfelt appreciation, and to the new incoming Board team, my sincere wishes of success!

Francine V. Jones

Montreal West Day Ladies' League

Dear Ladies,

Welcome back to a new season of curling and socializing at our Club. I trust you had a good summer. You couldn't ask for better weather. Now, it is time to think about Curling.

The following are the dates for our Bridges and other social events.
Please take note and mark your calendars.

Wed. Sept. 28 th	10:00 A.M.	Opening Coffee Party
Tues. Oct. 11 th	9:30 A.M.	Fun Day & Semi Annual Meeting
Wed. Oct. 12 th	12:30 P.M.	Executive Luncheon Bridge
Wed. Nov. 9 th	12:30 P.M.	Social Luncheon Bridge
Wed. Dec. 7 th	12:30 P.M.	Christmas Luncheon Bridge
Tues. Dec. 13 th	9:30 A.M.	Christmas Fun Day & Luncheon
Wed. Jan. 11 th	12:30 P.M.	Luncheon Bridge
Wed. Feb. 8 th	12:30 P.M.	Valentine Luncheon Bridge
Fri. Mar 15 th	10:00 A.M.	Dixie Clarke Invitational Bonspiel
Wed. Mar. 21 st	12:30 P.M.	St. Patrick's Day Luncheon Bridge
Thurs. April 12 th	3:30 P.M.	Annual Meeting & Closing Dinner

I hope to see you all actively participate in our Luncheon Bridges as these events are the Day Ladies' only fund raisers.

Please remember - our Bridge Days are open to all tables of four cards players – doesn't have to be bridge. Signup sheets will be posted on the bulletin board in the ladies locker room at least 2 weeks prior to the event.

Enjoy the rest of the summer, and I am looking forward to seeing you at the Coffee Party on September 28th.

Sincerely,

Heather Broden
President, Day Ladies

Montreal West Mixed Day Curling League

Hello,

Hoping everyone has had a good summer!

Here's a little information about our league.

We are a 40 plus mixed league and we play twice weekly at 12:30 pm. All men and women, 40 plus, retired, or available in the afternoon, due to shift work, work from home, etc are invited to join us.

Our league organizes weekly half & half draws, a Christmas luncheon, with entertainment, and a closing luncheon.

We also organize a 24 game interclub schedule with home and away games. These interclub games provide our league teams to compete against other curling clubs in the Montreal area.

Our league starts up in early October and we will have clinics before the 1st game, for the beginners, and all the players.

All are welcome to join us!

James Botsford
League Coordinator

Wednesday Evening House League

Welcome back all curlers!

Something new for this year: the Monday Evening League has moved to Wednesday nights, back to the spot occupied by the Business Ladies for almost 30 years.

A new night also calls for a new name so we are proud to introduce the Wednesday Evening House League. This league is open to all MWCC members and is aimed at curlers wishing to hone their curling skills in a friendly and relaxed social setting. It is open to *greens* (at least one season in Instructional League) and experienced curlers. The registration is individual and the teams will be sorted by our Match Chairperson.

Starting at 7 PM, the Wednesday Evening House League will feature:

- 8-end games (2-hours in duration)
- Optional pre-game practice time
- 2 round-robin competitions
- Curling skills workshops
- Change of team membership for each competition session

Come join us for more curling action and fun!

≈≈

Une nouveauté cette année : la ligue du lundi déménage le mercredi et devient la Ligue maison du soir, reprenant en cela la soirée qui fut occupée par les Business Ladies pendant près de 30 ans. Autrement, le format demeure sensiblement le même. La ligue est ouverte à tous les membres du club,, qu'ils soient débutants (au moins une session complétée dans la ligue d'instruction) ou avec expérience. L'inscription est individuelle et les équipes seront formées par la responsable des matchs. Deux sessions à la ronde avec changement d'équipe à chaque session sont prévus. Nous vous attendons en grand nombre!

Geneviève Lemieux, présidente
Evening House League

Senior Active Match & Scheduling

The Senior Active League is played twice weekly – Tuesday and Thursday evenings at either 6:30 p.m or 8:45 p.m. depending on the section you are in. Sign up can be as a full-team or as an individual.

As Director of Match and Scheduling, the club's internal tournaments (President's, Vice-President's, Skins, Lyle Bradford Calcutta and the Shamrock) are within my portfolio. If you would like to assist me in organizing these tournaments, please feel free to contact me.

Again this year, Debby Ship is the official calendar schedule co-ordinator. Please make sure to check to calendar regularly to make sure there are no double bookings of club or social events.

If you have any suggestions for club events and simply wish to assist in the running of any club events, please feel free to contact me at: 514-515-7780 or alladin.kevin@gmail.com.

Kevin Alladin

Club Entertainment Events

FORE! – oops! wrong sport!

Hello everyone and welcome back,

Yes, September has arrived. Can't you feel it in the air? The days are getting shorter and the shadows are getting longer. We are all settling into our Fall routines. Our children are heading back to school, our work routines are changing and our social activities are being revamped. I must admit though, these final summer days are never too short for the avid golfer.

Your Entertainment Committee has already set dates for three events. For those who are new members we encourage you to attend these events to get to know people from other sections of the club.

What better way than to begin the curling season with our **OPENING DINNER** which will be held **Thursday, October 6th, 2011**. We encourage everyone to attend this traditional event as we welcome back our illustrious Past Presidents and get caught up with our new and old curling friends. Especially for those who are new members, we encourage you to attend this evening as it is an informative evening with great camaraderie.

COMEDY NIGHT is our next event scheduled for **Saturday, November 12th, 2011**. For eleven years this has been a very successful event. This event is certainly open to bringing your friends. The more the merrier.

Keep your eyes open for another event sometime during the season. If you have suggestions for an event feel free to approach any one of your Entertainment Committee members (Susan Leger-Hussey, Heather Boyle, Anne Mitchell, Shirley Elliott, Ann Anderson and Sandra Arseneault). We'd love to hear from you.

Our final event is the **AWARDS & CLOSING DINNER** to be held **Thursday, May 3rd, 2012**. It is a casual evening beginning with the awards presentations and ending with a delicious dinner. Come and support friends who have been fortunate and proud to have earned a pin or trophy. It is a great way to close the curling season.

See you at the club!

Sandra Arseneault
Entertainment Director



Curling Rocks!

Montreal West Curling Club Junior Program

Dear Junior Curlers and Parents:

Welcome back to the Montreal West Curling Club Junior program. We are looking forward to a terrific season. The Junior Open House is set for October 1st from 10 am to 2pm, with regular Juniors starting October 8th.

The MWCC Junior program consists of both Little Rock and Big Rock sections. Junior ice time is on Saturdays. Draw 1 (Little Rocks) runs from 11:30 to 12:30. Draw 2 (Big Rocks) goes from 12:30 to 3pm. The draws blend practice with mini-games and are combined with in-house league play (the Myke Wilder League) in which all juniors participate. MWCC juniors may also participate in various interclub events and bonspiels throughout the season.

Below is an overview of the components of the junior program.

- ❖ Little Rock Program: Saturdays from 11:30am to 12:30pm. Curlers from the age of 8 to 11 learn about the game from qualified coaches and volunteers. The primary focus is on ice safety and slide and delivery mechanics in order to give them the best basis on which to build their game.
- ❖ Big Rock Program: Saturdays from 12:30pm to 3pm. Curlers 12 and up continue to develop their curling skills. Qualified coaches work on skills and strategy development. Typically a skill or strategy is taught for the first 60 minutes and then a four-end game is played to further develop that skill.
- ❖ Myke Wilder Junior League: This is the MWCC Junior In-house league and is scheduled about 8 times during the season at the club with all (big and little) curlers participating. During league weeks games typically start at 12:30pm and are 6 ends. In April, at the end of the season, a party is held for all participants.
- ❖ ARCM Interclub: The ARCM (Association Régionale Curling Montréal) organizes a junior interclub league for both little rock and big rock curlers that includes Montreal West, Pointe-Claire, Glenmore, Baie D'Urfé, and TMR Curling Clubs. Games are held at the participating clubs throughout the year on Saturday and Sunday. The full schedule is typically available in late October and MWCC junior curlers are encouraged to participate at least once in interclub play.
- ❖ Other Bonspiels and Events: Various clubs and the local curling Branch hold events with different degrees of competition throughout the year in which teams can enter. Two examples are the annual Quebec Games and Tim Caverly Christmas Bonspiel. The junior committee will help individuals/teams enter these events with qualified coaches as required and requested.

The fees for juniors (see attached membership form) are the same as last year. Fees are payable by cheque (payable to the Montreal West Curling Club) or by Interac. In addition, the Junior Board will be collecting an additional \$20 for each child that will be used to provide the weekly snack. This \$20 is payable preferably by cheque to the MWCC Junior Program.

We encourage you to come out to the Open House and get ready for the season ahead. Please feel free to contact any member of the junior board (see below) with any additional questions.

Chair Michel Jean (514-694-8494 or michel.jean@sympatico.ca)
Little Rocks Mark Watson (514-488-5943 or A050@sympatico.ca)
Big Rocks Trish Dempsey (514-489-0152 or trish.dempsey@hotmail.com)
Treasurer Janet Walpole (514-246-8099 or janet.walpole@sympatico.ca)
Secretary/Membership Gloria Totoda (450-462-2213 or glowcan@netzero.com)

CANFIR CURLING LEAGUE

CANFIR is a mixed social league of various age and skill levels (beginners and instructional players are welcome).

We play Sunday mornings from 11:00 a.m. to 1:00 p.m. starting on Sunday October 16th/2011 and ending in mid-April 2012.

We also organize several social events at the MWCC throughout the season including a closing banquet.

CANFIR is actively looking for new curlers to increase its membership. This is a fun and inexpensive (less than \$10 a game) way to pass the winter, get some exercise and make new friends.

If interested, please contact me at robert_nancy@sympatico.ca for more information.

Rob Williams
(President)
Cell: (514) 758-2757

SPA MIXED CURLING LEAGUE

The SPA (Single Persons Association) Sunday Rental League welcomes all men and women, 18 plus, to join us every Sunday, October to April, starting at 1 p.m., at the Montreal West Curling Club.

The league organizes an opening clinic for all the newbies, weekly half & half draws, an annual introduction bonspiel in April, for your friends & family, and as well as, a closing banquet.

All of our club's activities can be found on our meet up group located at:

<http://singles.meetup.com/539/>

Thank You
James Botsford
(President)
SPA Montreal

