



**CURLING
ONTARIO**

**AGM AND
CONFERENCE**

SEPTEMBER 20, 2025

EVENT SCHEDULE

8:00-9:00

Registration and Breakfast

Lobby/Ballroom A

9:00-9:15

Welcome and Opening Remarks

Ballroom A

9:15-10:15

Keynote Speaker

Ballroom A

Safe to Succeed

by Olympic Curling Champion Brad Gushue

In this fireside chat with Brad, we will uncover what it takes to build a team that performs at the highest level—where trust runs deep, communication is clear, and everyone looks out for each other? In *Safe to Succeed*, Olympic curling champion Brad Gushue shares the winning strategies that have helped him lead teams to gold on the world stage—and create cultures that prioritize both performance and safety.

Drawing from his experience in high-pressure environments, Brad unpacks the pillars of sustainable success: identifying the right talent, building strong leadership, creating clear plans, and—most critically—fostering a culture of openness, accountability, and care.

Brad explores how embracing vulnerability and mentorship not only drives results but creates a team environment where people feel safe to speak up, support one another, and learn from mistakes—essential components of a strong safety culture. This inspiring session gives leaders and teams a vision to strengthen communication, build trust, and embed safety—both physical and psychological—into the DNA of their organizations.

10:15-11:00

**State of the Organization - Updates
from Curling Ontario**

Ballroom A

11:15-12:30

Breakout Sessions

OPTION 1

Ballroom B

Keeping Curlers in the Game:
Strategies to Engage and Retain
Youth in Your Clubs

by Dr. Corliss Bean & Laura Forget

Curling has the power to inspire, connect, and build confidence in young people. This workshop is all about using fun, flexible, and meaningful ways to engage and retain youth in the sport. Through interactive activities and open discussion, we'll discuss strategies to ensure sessions are fun, inclusive, age/stage appropriate, and welcoming, as well as to boost confidence, teach important life skills, and keep young people coming back each year.

Participants will also learn about the wide range of youth programs available—such as Hit Draw Tap (U12), RockFest (U15)—and the resources that ensure youth coordinators and volunteers are well supported in delivering them. You'll leave this workshop with fresh ideas, practical tools, and connections to programs and supports that can help engage and inspire the next generation through curling.

OPTION 2

Northumberland Room (downstairs)

Accountabilities and Expectations:
Tools and Resources for Staff and
Volunteers

by Mark R. Thompson

Board members, club executives, and volunteer coordinators, this session is designed for you! Great curling clubs don't happen by accident. They happen when everyone knows their role and feels supported in doing it well.

We've seen this pattern across dozens of sports clubs and nonprofits: the longtime leader who carries everything in their head finally steps down, and suddenly nobody knows how anything works. Ice contracts, league coordination, vendor relationships—all that institutional knowledge walks out the door. The clubs that survive and thrive are the ones that use these transitions as opportunities to build the systems they should have had all along. They emerge stronger, more sustainable, and less dependent on any single person.

This session combines governance fundamentals with practical tools that actually work. You'll learn essential board responsibilities and the crucial difference between governance oversight and day-to-day operations. You'll discover how to create role clarity that empowers people instead of overwhelming them.

Perfect for clubs ready to build the clarity and structure that turns good intentions into great operations.

12:30-1:15

Lunch

Ballroom A

1:15-2:15

Keynote Speaker

Ballroom A

Who are you as a Leader?

by Dr. Teal McAteer

This highly participative session focuses on understanding and adjusting the connection between how you think and an assortment of effective and ineffective leader behaviors for today's leaders. You will learn how your thinking styles affect your ability to develop emotional intelligence, build and manage relationships, communicate up, across and down, deal with stress and time management, resolve conflict, embrace rather than resist change, lead change, and function in groups with varying dynamics. You will have an opportunity to identify areas requiring improvement and begin thinking about practical implementation steps to achieve positive change in these areas, all with the aim of learning to lead more effectively and with greater authenticity.

2:15-2:45	Break	
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2:45-4:00	Breakout Sessions	
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OPTION 1 <i>Ballroom B</i>	OPTION 2 <i>Northumberland Room (downstairs)</i>
Creating a Thriving Curling Club - The Hows and Whys! <i>by Helen Garside</i> <p>Curling Clubs are experiencing challenges in bringing their membership numbers back up to what they were pre-Covid. With some out of the box ideas, inventive program development, and an honest assessment of what is or isn't working, a curling club can reach their membership goals and create a thriving curling club.</p> <p>This session will cover how to run successful Try Curling and Learn to Curl programs, convert participants into members, and make programs easily accessible online. We'll discuss building an in-house Instructor Team, boosting member retention through ongoing education, increasing satisfaction, and creating new revenue streams to grow your club.</p> <p>By the end of this session you will be able identify the key building blocks that will allow your club to attract & increase new members, enhance member experiences, increase revenue as well as understanding the advantages of a well constructed website and Instructor Team.</p>	Evaluating Your Club's "Store-front": How First Impressions Drive Member Experience, Satisfaction & Growth <i>By 59club (Padraig "Paddy" Kelly and Ryan Tracy)</i> <p>At 59club Canada, we understand that today's curling clubs operate in a competitive landscape — and that growth isn't just about recruiting new members, but about creating experiences that resonate from the first interaction. This session focuses on evaluating and enhancing the full member journey — from the moment a potential member discovers your club to their first visit, call, or online interaction.</p> <p>We'll guide Curling Ontario club leaders through a practical, critical look at their "storefront" — physical, digital, and human — to uncover the gaps that may be limiting growth, retention, and satisfaction.</p>

4:00-5:00	AGM & Awards	<i>Ballroom A</i>
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5:00-7:00	Cocktail Reception	<i>Ballroom A</i>
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