



**CURLING
ONTARIO**

**AGM AND
CONFERENCE**

Event Schedule

FRIDAY, SEPTEMBER 18

6:00-7:00

Book signing with Rachel Homan

Grand Ballroom

7:00-9:00

Brand Uncovery Workshop by Krista Kerth

(In partnership with Curling Canada)

Grand Ballroom

SATURDAY, SEPTEMBER 19

8:00-9:00

Registration and Breakfast

Grand Ballroom

9:00-9:30

Welcome and Opening Remarks

Grand Ballroom

9:30-10:45

Keynote Speakers

Discussions with Members of Team Homan

by Rachel Homan, Tracy Fleury and Sarah Wilkes

Grand Ballroom

Experience the narrative of excellence as members of Team Homan recount their journey from national representatives to world champions. Their story—marked by Olympic appearances, consecutive world titles and an unbeaten Scotties—demonstrates disciplined preparation, leadership under pressure and a sustained championship culture.

Join us for an electrifying session as Team Homan shares clutch moments, winning habits and actionable strategies from their playbook. Their experience and insights will be invaluable for clubs focused on player development, team culture, and high-performance practices.

10:45-11:15

Break

11:15-12:30

Breakout Sessions

OPTION 1

Alexander Graham Bell Room

More than a Membership — Creating Clubs People Want to Belong to, Stay With and Bring Others to

by Rich Norman

Membership growth starts with creating a club experience that people genuinely want to be part of. This session will explore how curling clubs can intentionally build belonging, connection, and community into the member experience—turning first-time participants into engaged members and members into advocates. Participants will learn practical ways to create a club culture that keeps people coming back, strengthens retention, and naturally encourages new people to join. Ultimately, it's about moving beyond simply offering a sport and creating a community people don't want to leave.

OPTION 2

Pauline Johnson Room

Transitioning from Liability to Viability — A Strategic Approach to Aging Infrastructure

by Ian B. Storey

Aging infrastructure presents both challenges and opportunities for organizations looking to manage costs, improve efficiency, and plan for the future. Drawing on more than 25 years of specialized engineering experience, Ian B. Storey, P.Eng. will explore a strategic approach to assessing aging infrastructure and identifying practical opportunities to improve performance, sustainability, and long-term viability. The presentation will offer a high-level look at how informed planning and innovative solutions can help organizations move from simply managing aging assets to making strategic investments in their future.

12:30-1:15

Lunch *Sponsored by Energy Network Services*

Grand Ballroom

1:15-2:15

Keynote Speaker

Grand Ballroom

Leading Change Before Change Leads You

by Chantal Vallée

Change is inevitable, but meaningful change starts with leadership. Drawing on more than two decades of building championship cultures, Chantal Vallée explores how leaders can create environments that embrace change while creating a positive and winning culture. Through lessons from the New Zealand All Blacks, five consecutive national championships at the University of Windsor, and becoming the first woman to coach and manage a men's professional basketball team, Chantal will challenge leaders to look inward first. Before we can successfully change our teams or organizations, we must be willing to change ourselves.

2:15-2:45

State of the Organization — Updates from Curling Ontario

Grand Ballroom

2:45-3:15

Break

3:15-4:30

Club Unconference Sessions

New at the Curling Ontario Annual Conference are our Club Unconference Sessions—interactive, participant-driven conversations where club leaders share ideas, tackle real challenges, and learn from one another.

Whether you’re from a small club navigating volunteer capacity and sustainability or a large club focused on governance, staffing, and growth, you’ll connect with peers facing similar opportunities and leave with practical ideas you can take home.

OPTION 1

Alexander Graham Bell Room

Building Capacity & Sustainability

Recommended for clubs with *approximately four or fewer sheets of ice*, particularly those navigating limited volunteer capacity, shared responsibilities and the many demands of keeping a club moving forward.

This participant-driven conversation will explore practical ways to recruit and retain volunteers, engage members, strengthen operations and build a sustainable future. Come prepared to share what’s working, discuss the challenges your club is facing and exchange ideas with others managing similar capacity and sustainability questions.

OPTION 2

Pauline Johnson Room

Leading Growth & Complexity

Recommended for clubs with *approximately five or more sheets of ice*, particularly those navigating more complex operations, expanded programming, staffing, governance and opportunities for growth.

This participant-driven conversation will focus on strengthening leadership, clarifying roles, supporting staff and volunteers, and continuing to grow in a thoughtful and sustainable way. Bring your questions, successes and current challenges to a conversation with peers working through similar governance, staffing and growth opportunities.

Note: The sheet-count guideline is intended to help participants choose a room; clubs should select the session that best matches their current needs and challenges.

4:30-5:30

AGM & Awards

Grand Ballroom

5:30-7:00

Cocktail Reception

Grand Ballroom
