

# ORILLIA CURLING CLUB NEWSLETTER

OCTOBER 2021





## DON'S MONTHLY MESSAGE!

Please look for an email that Don has sent out for his monthly message.



New  
Website!

[orilliacurlingclub.ca](http://orilliacurlingclub.ca)

New  
Website!



# OPEN HOUSE 2021

To build on the traditional in-person Registration days, the team decided to host an OPEN HOUSE event complete with an outdoor curling surface borrowed from CurlON. We hoped to draw more attention to the sport and entice more people to give it a try and after Saturday's turnout – I think we did just that.

It was great to have Vic Rauter from TSN drop in to support our cause.

The in-person registration took on a different look than previous years where the majority of registrations were paper based. Multiple laptops at various stations were set up for members to get accounts and to complete their on-line registrations. The treasurer was there for members who wanted to pay by cheque. Another station was set up for members to sign the City Waiver and to show their vaccination validation (both mandatory in order to curl). New members were given a tour of the club.

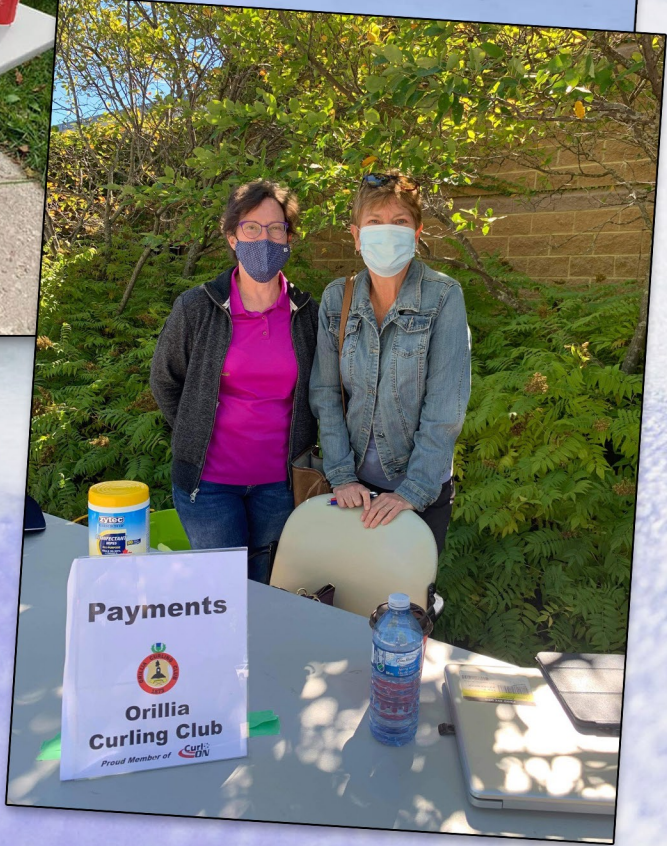
Shout out to the following for helping at the OPEN HOUSE: Dave Boyle, Joe Fecht, Ted Fleming, Sandy Furzecott, Debbie Glavic, Cathy Gould, Barb Horne, Don Kinzinger, Austin Kinzinger, Heather Lewis, Charlene Ley, Dave Madigan, Shaunagh McParland-Kinzinger, Tom Ormsby, Liz & Paul Ross, and Pete Speedie.

I also want to thank Donna Arnold and Mireille Robert for speaking with Tyler Evans from Orillia Matters. It was an excellent article that he wrote based on their feedback.





# OPEN HOUSE PICS CON'D





# MEMBERSHIP COMMITTEE

## Expanded Membership Committee for this season's Member Recruitment

Ramping up for this season of curling involved a little more effort than other years. To assist, the Membership Committee was expanded to include some Board members.

The majority of the Committee's work started on March 8, 2021 the first of 7 meetings and many behind the scenes work over the past 6 months.

The Core Membership team of John Bouwhuis, Gail Brown, Sandy Furzeczott, Heather Lewis and Charlene Ley were joined by Connor Earl, Don Kinzinger, Paul Kuznecov, and Liz Ross. The team utilized an action plan that outlined all the regular annual activities associated with recruitment of members along with other ideas to promote the club.

The detailed feedback from the last membership survey also formed part of the action plan, so we would not lose sight of the valuable feedback.

### **The team covered the following to list just a few:**

- In Person Registration and OPEN HOUSE Dates
- All aspects of Advertising and Publicity including print, radio and TV/media. (Don, Sandy, Connor)
- Design of the new Road Sign (Heather Lewis as design lead)
- Road Sign Logistics (Gail Brown as Lead)
- Development of Return to Curling Document (Don as Lead)
- Newsletters & Media (Connor)
- Facebook (Charlene & Paul)
- Lakehead Curling Interest (Don & Charlene)
- New Member Discounts recommendation
- Submitting application to host CurlON Weekend Clinic – Clinics went to Club's that had been booked the previous season)

In closing, I would like to thank each and everyone of the Membership Expanded team for all their contributions these past months. It was and continues to be a pleasure working with you.

Charlene Ley



# OCC ROAD SIGNS

Shout out to the Road Sign Team!

An important component of the Curling Club Advertising is the Road Sign Program meant to encourage current & potential new members to visit our up-dated web site explore OCC curling opportunities and to ultimately register.

In the past we had road signs that had dates on them which limited the amount of re-use. So, this year, Heather Lewis organized the new design and purchase of 100 striking and eye-catching signs that we will be able to use year after year.

In the previous season we had 25 signs to work with. Since a number of new members mentioned seeing the signs, we decided to order 100 plastic signs to really get the word out.

The logistics of distributing the signs was a much greater task and handled magnificently by Gail Brown. Gail researched the City's sign by-laws and charted the placement of the signs, creating 5 driving routes throughout the City for 5 teams of 2; a driver and a runner. Locations chosen were based on high traffic, visibility and major intersections; a challenge this year, sharing the space with so many election signs!

The by-laws are very strict in terms of permitted locations with signs being erected between 8 days prior to an event with removal within 24 hours after the event.

The Volunteer Teams were: Pam & Murray Goring, Paul and Tara Kuznecov, Charlene Ley & Debbie Glavic, Sandy Furzeczott & Jim Hoover, Lorraine Bergeron, Heather Lewis & Gail Brown.

Gail was very organized which made it much easier for each team. The Road Sign program again paid off. Our Open House/Registration Days were well attended with many new members registering with at least 10 specifically mentioning the signs.

Thank you to all who volunteered to place & retrieve our beautiful new signs. It was a fun activity and a good way to lend a hand for a couple of hours. We hope to encourage others to help out next year.

Way to Go Gail and team!





**JOKES, JOKES AND MORE JOKES!!!**



**WHY SHOULDN'T YOU TELL JOKES WHILE CURLING?**  
**THE ICE MIGHT CRACK UP!**  
MAYFLOWERCC.COM





## OUTSIDE THE CLUB - PHOTOS

We want to see what you are up to this October when you're not curling.

If your fall colour site-seeing or going for a fall walk, or anything, take a picture and send it in.

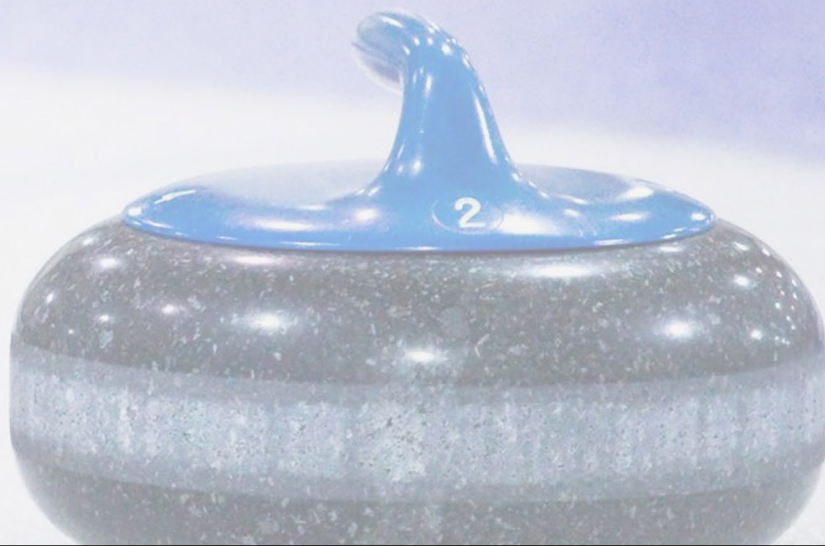
All photos will be shown in the next curling club newsletter.

**TOPIC: Outside the Club in October**

Email Pics to: [con981@gmail.com](mailto:con981@gmail.com)







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