



Penetanguishene Curling Club News

'Going for Gold' promotional seminar in Toronto

by Bill Howard

The following is a short report on the "Go For Gold" Promotional Seminar held at Toronto, June 5, 6 and 7, 1987.

David Gravelle and Bill Howard attended the event for the Penetanguishene Curling Club along with 72 other curling club members from coast to coast.

"Go For Gold" was sponsored by the Canadian Curling Association, the Canadian Ladies Curling Association, and various other organizations and businesses. The main theme was to highlight the upcoming Olympics at Calgary in February of 1988.

The eyes of the world will be on Canada and what a great opportunity to promote the game of curling at the world level, the national level, and at the club level.

Your delegates to this seminar came away with a wealth of information to pass on to you. Please feel free to contact David or I for input. Here is a brief outline of some of the weekend's action.

The keynote address was made by Jack Donahue, Canada's National Basketball coach. While humorous, the speech passed along an important message: "If you don't know where you're going, you will end up someplace else."

The Saturday morning session began with Ray Turnbull speaking. We all know Ray as a commentator for the Sports network. As a matter of fact, Ray was involved in 46 televised games during the 1986-87 season. Ray is also a top level curler who won a world championship in 1965 when playing for one of the great curlers at all time, Terry Braunstein.

The title of the next speech was as interesting as the persons who did the talking. Calgary Olympic Circus Maximus was presented by Patti Vande, the Technical Director of the Manitoba Curling Association and the Manitoba Ladies Curling Association. Patti was also a top level curler winning the 1974 junior women's championship and the Canadian Ladies' in 1978. Her cohort was Canada's representative at the upcoming Calgary Olympics, Linda Moore. Linda is the Development Co-ordinator of the British Columbia Curling Council.

Their message: We should be promoting curling at the grassroots level. And, their main point is once you get the new curler into the club make sure they have fun...fun is the name of the game. They also passed along important information on promotions and surveys and how they can pay off.

Doug Mawell, the Publisher of

the Canadian Curling News and the Executive Director for the World Curling Championship spoke on Yuppies - Dinks and Oafs.

Explanation:

Yuppies...young urban professionals

Dinks...double income-no kids Oafs...Old Affluent Farts.

Doug explained that while curling will only be a demonstration sport at Calgary, it should make it as full fledged event in 1992.

Doug stressed it's important to

stress curling as an athletic event and not just a social game. Then Doug used the Penetang Curling Club as an example of how to run a new membership drive giving out brooms and shoes to new participants.

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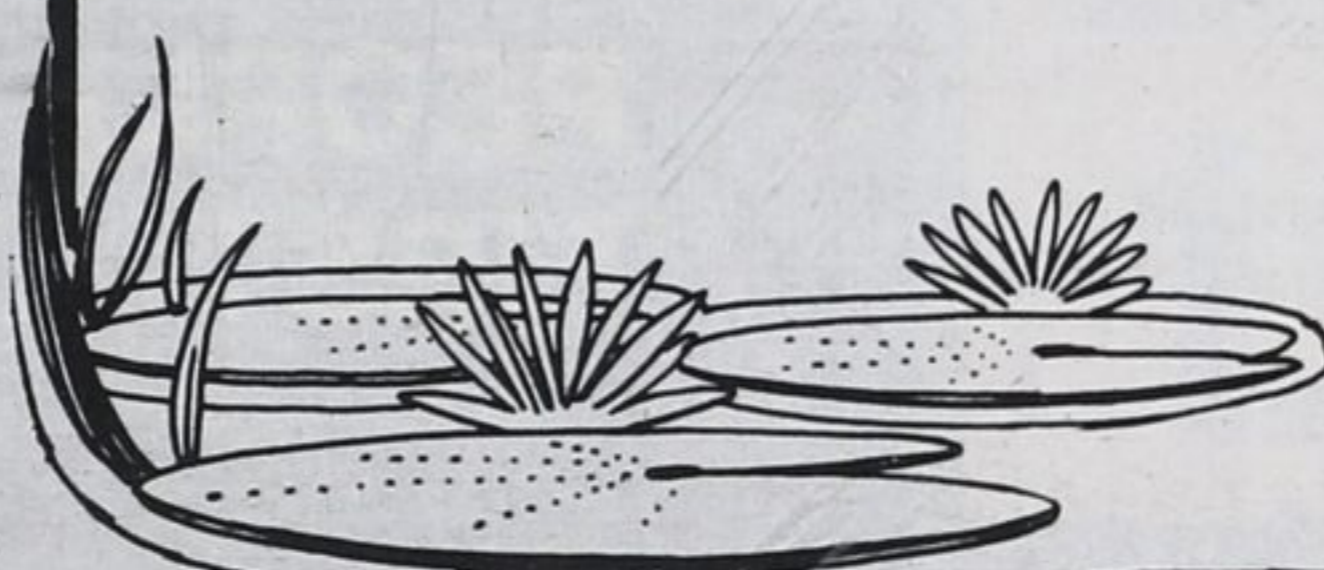


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Curling Calendar

The Penetanguishene Curling Club is going to be the "Place To Be" this winter. Our Bonspiel Chairman Peter Garraway and our Social Coordinator Bob Laurin have been busy setting up a schedule of events that will keep you coming to the club throughout the season. So get your datebook handy and start filling it in with these important dates. See you at the Club!

October 5 - 9

Open House: Russ Howard will be holding his clinics, Monday, Wednesday and Friday nights. Free curling. Come out and try.

October 8

Big Bash: We're starting the season with a bang. Everyone welcome. You don't have to be a member to have fun with us.

October 19

Ladies: The Ladies will start their schedule with a few bottles of wine, a few pieces of cheese and mini-games of 4-6 ends.

October 30

Hallowe'en Party: Boo!!! Scare you? We'll come to our Ghouls and

Goblins night. More info on this on the way.

November 14

P.M.C.L. Ladies Open: For more info, contact Joan Bryant.

November 27

Dues Payable: Get those cheque books out!

November 28

Celeden Studios-La Maison Mixed Open Bonspiel.

December 31

New Year's Eve Party: Come welcome the New Year with us.

January 23

Bryant's Mixed Spiel: Always a fun event.

January 30 - 31

O.C.A. Junior Boys and Girls Ontario Championships.

February 12

Valentine's Party: Smooch, smooch!!!

February 13

Legion Spiel: Contact Kitty Perreault.

February 14 - 20

National Curling Week: More info to come on this.

February 20

Winterama Spiel.

March 9

Thompson Trophy Spiel: Ladies from Elmvalle, Midland and Penetang compete.

March 19

Pea Soup Spiel: Always a class act.

March 26

Pea Soup Spiel Week Two: Just as fun as week one.

That's all for now, dates for Christmas Party and other special events not confirmed yet.

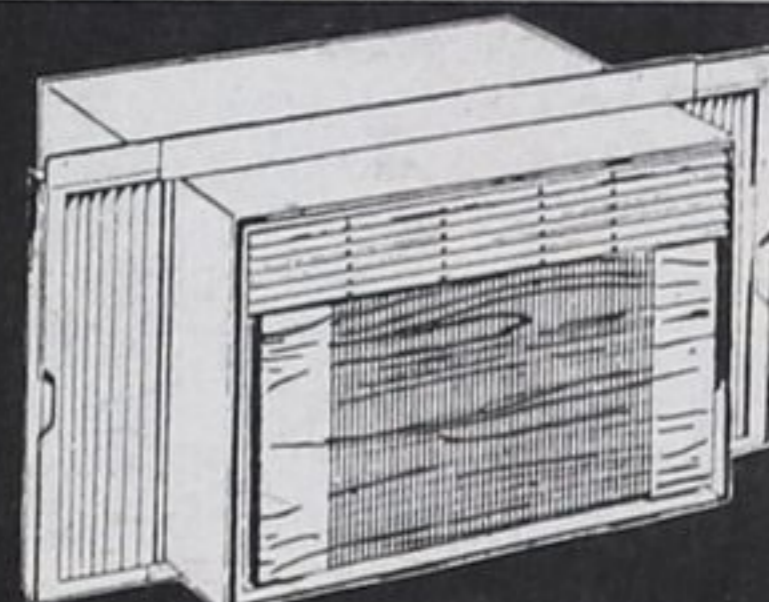
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The Penetanguishene Curling Club Newspaper is published on the second Tuesday of every month for the club membership and for curling fans in the Penetanguishene - Midland area.

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Cooling Capacity BTU 35°C 98°F	10500	12000
Capacity Floor Area Sq. Ft.	735	865
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Room Air Circulation - C.F.M.	275	250
Air Freshener Exhaust - C.F.M.	25	25
Name Plate Voltage 60 Cycles/1Phase	115	115
Amperes	11.6	12.0
Watts	1340	1320
Starting Current	59	60
Fan Motor Speeds	3	3
Window Opening Min. Height	40 cm (15 3/4")	40 cm (15 3/4")
Window Opening Min. Width	66.4 cm (26 1/8")	66.4 cm (26 1/8")
Cabinet Height	36.8 cm (14 1/2")	36.8 cm (14 1/2")
Cabinet Width	56.5 cm (22 1/4")	56.5 cm (22 1/4")
Cabinet Depth	46.4 cm (18 1/4")	53 cm (20 7/8")
Window Opening Max. Width	103.2 cm (40 5/8")	103.2 cm (40 5/8")
Inside Projection from Glass Line	12 cm (4 3/4")	13.7 cm (5 3/8")
Window Mounting	Minit-Mount	Minit-Mount
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