

# IT'S OUR HOUSE

TWENTY-SEVENTH EDITION • SEPT 2025



## Welcome Back to Curling – The Ice is In, and the Season is On!

After a warm, (wet) and sunny summer, the chill we've all been waiting for is finally here - ice is going in, and curling is back. Whether you're a seasoned curler or just getting started, this season promises to be on the most exciting yet. We're thrilled to kick off a Winter Olympics year, with Calgary hosting both the [PointsBet Invitational](#) and the [BKT World Women's Curling Championship](#). These world-class events will bring incredible talent and energy to Alberta, and we can't wait to cheer on our athletes.

### Competitions

Mark your calendars!

- **Registrations opened for Provincial Qualifier and Championship please register, [here](#).**
- **The Alberta Curling Tour** is packed with events this year, See schedule, [here](#).
- Curling Alberta's Annual General meeting will be held on Sept 19, 2025, at 12:00 PM via web conference and in-person in Edmonton. RSVP click -->, [AGM Sign up](#)

### Youth & Development Programs

Our programs are reaching more communities than ever before, thanks to the leadership of Lesley McEwan and Rebecca Rankin, and the continued support of our valued partners — including UFA, Rocks & Rings, and the First Nations Health Consortium.

Know someone new to curling? Invite them to a **Ready to Rock** session and help spread the love for the sport. More info on programs: [Curling Alberta Programs](#)

### Curling Alberta 50/50 is Back!

Get ready to win big! Our first 50/50 draw of the season kicks off October 1st during the PointsBet Invitational. Keep an eye on your inbox and our website for your chance to support curling and take home a prize. [Click here --> Curling Alberta 50/50 draw](#)

### Club Support & Pilot Program

Atina Ford Johnston and Cori Morris are excited to connect with curling clubs across the province, helping to strengthen in-house initiatives and build vibrant curling communities. Plus, the **Club Development Pilot Program** will see Cori working directly with approximately 40 curling centres to explore how personalized support can make a lasting impact.

We're entering a season full of **new programs, fresh faces, exciting competitions, and community growth**. Thank you for being part of the Curling Alberta family - we can't wait to see you back on the ice!

*'Click' below for more Curling Alberta News & other Curling 'biters'*

1st  
END

[Who's New in the Curling Alberta House?](#)

5th  
END

[Club Development Updates](#)

2nd  
END

[Alberta Rocks Update](#)

6th  
END

[Key Dates for your Calendar](#)

EXTRA  
ENDs

[Umpires Corner](#)

3rd  
END

[Curling Canada's U15 RockFest West Qualifier](#)

7th  
END

[Connect and Curl](#)

4th  
END

[A Fresh Look for a Fresh Season](#)

8th  
END

[Ice Tech Courses](#)



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NEW STAFF! ATINA FORD JOHNSTON, CORI MORRIS & LESLEY MCEWAN

We're excited to welcome Atina Ford Johnston as our new Director of Club Development, Cori Morris as our new Relationship Manager, and Lesley McEwan as our Youth Program Director!

**Atina Ford Johnston** is an Olympic gold medalist, educator, and curling coach with a passion for growing the sport at the grassroots level. Atina's most recent curling accomplishment includes the 2025 World Seniors.

With over 25 years of experience in education, leadership, and community development, she brings strategic vision and a deep understanding of rural club needs.

Atina is completing her Master of Education and Curling Canada's Associate Curling Professional certification. She is committed to helping Alberta's



**Cori Morris** joined us in June as Relationship Manager—a new role created through a two-year Club Development initiative between Curling Alberta and Curling Canada. This position will lead a pilot project aimed at strengthening club connections and supporting growth and sustainability.

With over 25 years in leadership, recruitment, and HR, Cori will help pilot clubs navigate challenges, seize opportunities, and access the right resources.

She also brings a lifelong passion for curling—winning Olympic silver with Team Cheryl Bernard in 2010 and competing at the 2025 World Seniors. Having grown up in both small-town and big-city clubs, she understands the vital role grassroots curling plays in building strong communities.

**Lesley McEwan** brings to her new role a wealth of experience and education as a coach, educator, programmer, leader and mentor of all ages.

She has represented Alberta at six Canadian Championships and is a Gold and Silver Senior World Champion. Lesley has cultivated strong inclusive relationships throughout the curling community.

She believes in collaborating and working together as a team in order to align all programs at all levels. Lesley obtains a clear vision to build and support the feeder system essential to the long-term growth of curling in our province!



Welcome to the team, Atina,  
Cori and Lesley!



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## ALBERTA ROCKS CAMPS - RECAP



### Curlers Shine at Alberta Rocks Camps in Leduc

August in Leduc was buzzing with curling energy as young athletes from across the province gathered for Curling Alberta's Alberta Rocks Summer Camps. Held at the Leduc Curling Club and Recreation Centre, the camps offered a blend of instruction, competition, and community spirit that left participants with memories just as lasting as the skills they gained.

#### A Full House on the ice

The first camp kicked off with 80 curlers, divided into groups tailored to their age and stage of development. The second camp quickly followed, drawing a sold-out crowd of 120 athletes spread across six groups. Over eight action-packed days between August 9 and 17, the rink was alive with many great shots, team cheers, and budding friendships among the curlers.

Between the two camps, the Leduc Curling Club also played host to a Club Coach course, led by Tyler Powell. Designed to support junior programs and learn-to-curl clinics, the course gave local coaches practical tools to help grow the next generation of curlers.

#### Learning Beyond the Game

While on-ice training was a key focus—featuring technical drills, shot-making practice, and tactical lessons—campers also spent time in classrooms exploring the mental and strategic side of curling. Sessions on team dynamics, player roles, and game strategy added layers of knowledge that went far beyond throwing stones.

Each group was able to learn mental skills from Mental Performance Consultant, Emily Riley, who shared insights on confidence building and feeding a curler's good thoughts. When not in the classroom or the ice, groups rotated through fitness sessions, team-building games, and physical literacy activities that helped round out the experience.

#### A Star-Studded Coaching Lineup

This year's camps stood out for the impressive roster of coaches. Handling the groups were lead coaches Selena Sturmey, Danielle Schmiemann, Paige Papey, Atina Ford Johnston, Tyler Powell, Justice Jacques, Colby Yacey, and Cam Olstead. Alberta Rocks also saw a fair number of guest coaches make appearances throughout the week. Campers had the rare opportunity to learn directly from elite athletes, including Brad Thiessen, Chloe Fediuk, Alyssa Nedohin, Tyler Tardi, Kayla and Ashton Skrlík, and Evan Van Amsterdam. Their stories, advice, and demonstrations added inspiration to every sheet of ice.

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## ALBERTA ROCKS CAMPS -RECAP -CON'T...



### Competition and Camaraderie

Of course, no Alberta Rocks camp would be complete without a little competition. Camp 1 featured the Alberta Rocks Skills Competition, where every participant tested their accuracy with six different shot types, scored using “Skills Curling”, a system developed by Curling Canada.

Both camps featured the always-popular Ultimate Camp Championship, as campers formed teams and squared off for points, guided by their coaches. Camp 2 introduced “Camp Olympics,” where athletes put their problem-solving, creativity, and athleticism to the test in challenges that extended beyond the ice.

The grand finale was “The Great Shootout”—a high-pressure draw-to-the-button showdown. With teams decked out in spirit gear and cheers echoing across the rink, this event perfectly captured the fun, energy, and teamwork that defined the entire week.

### Celebrating Spirit and Leadership

Alongside medals and awards for event winners, coaches selected Individual Spirit Award and Leadership Award winners. These were curlers who stood out for their leadership, positivity, and ability to lift up those around them. Some were recognized for their sportsmanship and fair play; others for rallying their teammates with cheers and encouragement. Each nominee made their camp group stronger and embodied the true spirit of curling.

### Individual Spirit Award Winners:

#### CAMP 1:

Purple - Ella Nelsom  
Gold - Emily Wood  
Green - Jacob Gilroy  
Red - Blake Montgomery

#### CAMP 2:

Purple - Taya Styles  
Gold - Madi Steinke  
Teal - Bayleigh Nairn  
Green - Jonah Lam  
Blue - Kayleigh Reiniger  
Red - Kaitlen Sali

#### CAMP 1:

Phys Ed – Matt Vass  
Purple – Beckett Hall  
Gold – Trace Sutton  
Green – Abby Vass  
Red – Matt Vass

#### CAMP 2:

Purple – Frank Pitts  
Gold – Aafiya Norshaedy  
Teal – Katie Labelle  
Green – Lenox Maksymetz  
Blue – Brenna Guglielmin  
Red – Charles Snider  
Phys Ed – Kieran Roa & Jonathan Twidale

### More Than Just a Camp

For many participants, Alberta Rocks was about more than perfecting their slide or learning new tactics—it was about friendships, teamwork, and a love for the game. Between the drills, competitions, and celebrations, the camps created a community where young curlers could feel inspired, supported, and excited about their curling future.

As Curling Alberta wrapped up another successful year of summer camps, one thing was clear: Alberta Rocks isn't just the name of the camp—it's the way our young curlers feel leaving the ice.

Submitted by Jason Ginter, Director of Player & Leadership Development



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## CURLING CANADA'S U-15 ROCKFEST WEST QUALIFIER



# QUALIFY

FOR CURLING CANADA'S U-15 ROCKFEST WEST

### REGISTER HERE!

**LEDUC**  
Dec. 13-14



**OLDS**  
Jan. 10-11



**GRIMSHAW**  
Jan. 17-18



Calling all U-15 curlers! Don't miss your chance to be part of Curling Canada's U-15 RockFest West Qualifier. This event is designed to help curlers ages 11-15 (as of June 30, 2025) build their skills, connect with peers, and experience the thrill of competition in a supportive and welcoming environment.

24 male and 24 female curlers will qualify for the event at Curling Alberta's three in-person qualifiers:

- Leduc Curling Club - December 13-14, 2025  
<https://ab.curling.io/en/events/23625-2025-26-u15-rockfest-west-qualifier-leduc-ab>
- Olds Curling Club - January 10-11, 2026  
<https://ab.curling.io/en/events/23619-2025-26-u15-rockfest-west-qualifier-olds-ab>
- Grimshaw Curling Club - January 17-18, 2026  
<https://ab.curling.io/en/events/23623-2025-26-u15-rockfest-west-qualifier-grimshaw-ab>

These fun, in-person qualifiers will feature skill development opportunities, triples curling, and singles curling competitions! Don't wait – spots are limited! Registration closes December 6th.

Can't attend an in-person qualifier? Don't worry – 4 males and 4 females can also qualify for Curling Canada's U15 RockFest West by entering scores into Curling Canada's "Singles Curling" app on IOS and Android! **All scores must be entered between November 1st, 2025, and February 6th, 2026.**

Please visit <https://curlingalberta.ca/2024/08/u15-rockfest/> for more information.



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A FRESH LOOK FOR A FRESH SEASON



As we kick off an exciting new curling season, Curling Alberta is proud to introduce a bold new chapter — complete with a **refreshed logo, updated branding**, and a **revamped website** that reflects our renewed energy and vision for the sport.

This modern identity isn't just about aesthetics — it's a powerful symbol of **unity, growth, and collaboration**. Designed with bold blue tones and clean, forward-facing lines, the new logo honors curling's rich heritage while embracing a dynamic future. It also aligns closely with Curling Canada and fellow Member Associations, reinforcing our shared commitment to growing the game across the country.

You'll start seeing the new look everywhere — from social media and merchandise to event signage and team gear. And with the launch of our **new website**, navigating programs, events, and resources will be easier and more engaging than ever. PLUS, a **new online store** will be launching soon.

As we roll into a season filled with **new programs, exciting competitions, and expanded community outreach**, this updated identity reflects our commitment to excellence, inclusivity, and innovation.

We invite all curlers, clubs, and fans to proudly share and display the new logo — a symbol of the vibrant, connected curling community we're building together.

**One house. One team. One family. Welcome to the new Curling Alberta.**



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## CLUB DEVELOPMENT UPDATES



**It pays to be a member!**

Curling Alberta members can receive exclusive home and car insurance savings and enhanced coverages.

**belairdirect.**  
car and home insurance

Certain conditions, eligibility requirements, limitations and exclusions apply to all offers. Visit [belairdirect.com](http://belairdirect.com) for more details. Offers may change without notice. We offer car insurance and home insurance in Alberta, Ontario, Quebec, New Brunswick, Nova Scotia, Newfoundland and Labrador and Prince Edward Island and home insurance only in British Columbia. © 2024, Belair Insurance Company Inc. All rights reserved.

Curling Alberta's Director of Curling Club Development, Atina Ford Johnston, is committed to helping member curling clubs thrive as inclusive, sustainable community hubs. Member benefits include access to club professional development, strategic planning, networking, events, programs, curriculum, discounts, funding, partnerships, sanctioned competitions, training, certification, marketing, consulting, and advocacy.

Starting this season, we are also proud to offer a 2-year pilot project opportunity for approximately 40 curling centres. These centres will have access to a Relationship Manager, Cori Morris, who will cultivate more personal relationships in order to provide solutions for growth and success.

The list of benefits continues to grow!

### High Performance & Development Updates

Curling AB is proud to launch a **Regional High Performance and Development program**, which is a province-wide strategy designed to elevate competitive curling in Alberta. Anchored at regional centres located in Edmonton and Calgary areas, the initiative provides a structured development pathway that will cultivate Alberta's next generation of curling champions by delivering world-class training, coaching, and support for U20 and U25 high-performance teams—while providing high-quality development opportunities for U18 athletes and comprehensive coaching support.



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## KEY DATES FOR YOUR CALENDAR



### AGM REMINDER

Curling Alberta's Annual General Meeting will be held on September 19, 2025, at 12:00pm via web conference and in-person in Edmonton. A Special General Meeting will be held immediately following the AGM.

For more information, to RSVP or submit a proxy or to review the proposed Curling Alberta Bylaw changes, please visit our website: <https://curlingalberta.ca/2025/07/notice-of-2025-annual-general-and-special-general-meeting-sept-19/>



### 2025 Curling Alberta Awards

Although we are looking forward to the 2026 curling season, there are still achievements from 2025 that we are excited to recognise! Join us on Saturday, October 18th as we honour our past season's champions, award winners, celebrate the curling community and connect with friends from across the province. The celebration will be held from 2:00pm-5:30pm at the Gateway Entertainment Centre in Edmonton. Visit our website to register: <https://ab.curling.io/en/products/9487-2025-curling-alberta-awards-celebration-october-18th>



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## CONNECT AND CURL

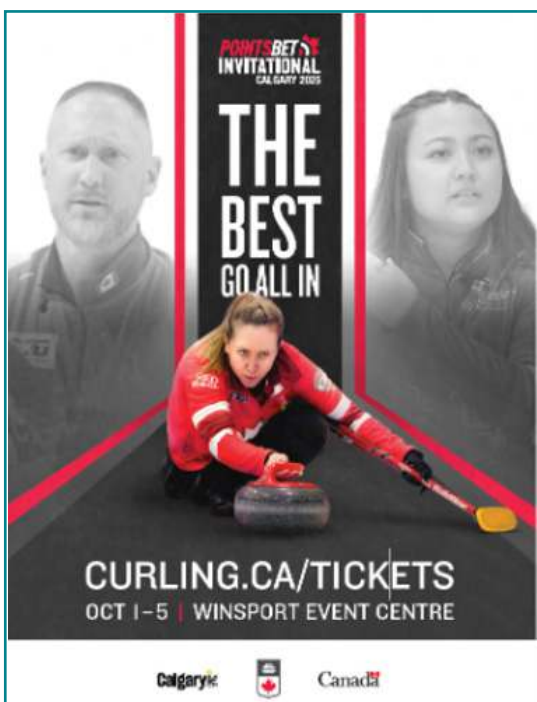


We're thrilled to announce our partnership with [Connect and Curl](#) to bring a valuable service to connect the curling community across Canada.

"Our mission is to support the growth of curling by helping players, coaches, and parents connect more easily - whether you're a beginner or a seasoned competitor. Our platform is designed to keep league and bonspiel participation strong in every city and small town from coast to coast." says Jennifer Ballance, co-created of Connect and Curl.

Their website offers free services to curlers of all levels. Whether you're looking for teammates, spares, or just want to get more involved in the sport, you can create a free curling profile and start connecting. Even non-members can search for available players, making it easier than ever to build teams for bonspiels, league play, and playdowns.

Have questions? They'd love to hear from you! Reach out via email to, [Jennifer or Warren directly](#) at Connect and Curl - they're here to help.



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## ICE TECH COURSES



### Assistant Ice Technician

<u>Course Location</u>	<u>Date</u>	<u>Registration Deadline</u>
Ellerslie Curling Club (Edmonton, AB)	September 27, 2025	<a href="#">Registration Link</a>

### Head Ice Technician

<u>Course Location</u>	<u>Date</u>	<u>Registration Deadline</u>
Beaumont Curling Club (Beaumont, AB)	September 27, 2025	<a href="#">Registration Link</a>

### Competition Ice Technician

<u>Course Location</u>	<u>Date</u>	<u>Registration Deadline</u>
Cochrane Curling Club (Cochrane, AB)	November 10-12, 2025	September 12th at 7:00am <a href="#">Click here - Application Link</a> <a href="#">Click here - Other information</a>

Club Coach, Club Coach Youth and Umpire Course dates will be available soon. Please keep an eye on our website to stay up to date: <https://curlingalberta.ca/technical/course-schedule/>



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## UMPIRES CORNER



### Welcome Back Umpires!

Curling Alberta is gearing up for one of its busiest and most exciting years yet — and it all hinges on the dedication and support of its volunteers. We are powered by the countless hours generously given by individuals across the province.

This season brings several major highlights:

- The Men's and Women's Provincial Championships will be hosted as a single event, taking place January 5-11, 2026 in Okotoks. This unified format promises an exciting week of elite competition and community celebration.
- With the 2026 Winter Games on the horizon, the season's schedule will be more condensed than usual -- creating a fast-paced environment for athletes, officials, and volunteers alike. Curling Alberta will oversee 23 provincial qualifiers across seven disciplines, leading into 13 provincial champion events.
- The Alberta Winter Games will be held in Lakeland County in February. The multi-sport games continue to serve as a vital platform for young curlers to compete, develop their skills, and gain valuable experience on the ice.
- To ensure consistency and preparedness, Curling Alberta will host two fall regrouping sessions for current umpires:
  - **October 25 in Calgary**
  - **November 1 in Edmonton**

These meetings are essential for aligning on rules, expectations, and best practices ahead of the busy season. As always, Curling Alberta extends its deepest gratitude to the volunteers who make it all possible.

**Play honorably. Stay safe. And as always - Good Curling!**

#### What Does a Curling Umpire Do?

Curling umpires, often volunteers with an uncanny command of the rulebook, are the unsung guardians of fair play.

Their mission? Ensure the game flows without interference — except when Judgement is required. They act with neutrality, stepping in only when rules are broken or measurements are needed.



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THANK YOU TO ALL OUR PARTNERS!



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