

## Message from the 2009 Ford World Men's Curling Championship Chairman, Jim Lockyer



Welcome to the 50th Anniversary Edition of the Ford World Men's Curling Championship to be held in Moncton from April 4th to 12th, 2009 at the Moncton Coliseum. On behalf of the Organizing Committee, we would like to thank you for volunteering to be a part of the 2009 Ford World Men's Curling Championship. We are pleased to welcome you as an important member of the team.

Greater Moncton has a rich heritage of hosting major curling championships. Whether it was hosting the highly successful Moncton 100 Cashspiel, the 1985 Brier or, what is regarded internationally as the most memorable World Curling Championship ever - the 1980 Silver Broom, Greater Moncton and its people have been outstanding in their support.

The Moncton Coliseum was the site of Rick Folk's 1980 Silver Broom

victory, which broke "the LaBonte Curse", as well as the site of the world famous 1985 Brier "Al Hackner Shot". It also was the ice surface that saw the inauguration, at the Moncton 100 Cashspiel, of the "Four Rock Rule", internationally known as the "Moncton Rule" or "Russ Howard Rule" after the now Monctonian who developed it. It is also the 50th anniversary of the Monctonian Bonspiel. We want to showcase the richness of this heritage and celebrate the folklore that comes with this world event.

Our mission is to provide the very best service and ensure that our guest experience is one that will never be forgotten so that when they leave for home, our guests will say, "Greater Moncton is a very special place!"

We are looking forward to sharing the unforgettable entertainment and exciting curling with all of you. With your help and commitment and dedication, we will make this event a huge success!

Thank you for joining us and let's make sure everyone has a great time.



## Message from the Vice-Chair Volunteer Committee, Arnold Mallais

The Volunteer Committee is like a personnel agency with regard to the placement of volunteers on the various Units/Teams required to operate the curling event. The Volunteer Committee is responsible for **Volunteer Registration and Recognition**, the **Volunteer Newsletter and Handbook**, as well as the management of the **Uniforms and Merchandising**. The volunteers for the 2009 Ford World Championship are true ambassadors of this great event being held in Moncton. The volunteers will ensure that the competing teams are provided with the very best conditions in which to compete. These ambassadors will ensure our fans are provided with an excellent venue to enjoy watching and participating in this championship and finally, when these two tasks are fulfilled, our volunteers will reap the benefits of accomplishing a very successful championship and place Moncton once again at the forefront of the curling fraternity.

The Publication Team is proud to present to our hundreds of volunteers three issues of the **Volunteer Newsletter** which will appear on the Ford World Men's Curling Championship web site <http://www.seasonofchampions.ca/2009worlds/volunteer.asp> before and during the curling event. Our objective is to provide all of our volunteers with as much information as possible on this major curling event, so that each one of them will be properly informed and will be in a position to provide information to the general public. The

Volunteer Publication Committee will also present, at a later date, a **Volunteer Handbook** to our volunteers. The Volunteer Handbook is a personal portable document which will provide our volunteers with information such as the curling schedule, policies and procedures, volunteer lounges, contact lists and numbers, arena and Patch/Lounge maps, emergency numbers, accreditation policy, hours of operation and much more information.



We are pleased to announce that Pizza Delight will be the title sponsor of the School Program that will run in conjunction with the Worlds. Schools in District 1 and District 2 will participate in numerous ways, including teaching theory in the classroom, curling in the gymnasium, followed by some students curling at one of the three local curling clubs. Schools will adopt a team, create posters to support their team and then attend a game at the Coliseum to cheer on their team.

As a proud sponsor, Pizza Delight is delighted to be part of such a great sporting event and to provide children in our community schools with the opportunity to learn and have fun.

THE **EVENT VOLUNTEER MANAGEMENT SYSTEM (EVMS)** WHICH WAS USED TO REGISTER ON-LINE IS ALSO BEING USED BY THE DIRECTORS TO ASSIGN SPECIFIC AREAS AND SCHEDULE WORKLOADS. BY LOGGING INTO YOUR PROFILE (<https://vicnet.curling.ca>) YOU CAN SEE WHAT AREAS YOU HAVE BEEN ASSIGNED TO, AND EVENTUALLY WHAT SHIFTS YOU HAVE BEEN SCHEDULED FOR. THE QUALITY OF VOLUNTEERS THE COMMITTEE HAS TO SELECT FROM WILL ENSURE AN EXTREMELY SUCCESSFUL EVENT.



## Message from our Volunteer Sponsor, Atlantic Lottery

"Atlantic Lottery is proud and excited to participate as both the presenting sponsor and the volunteer sponsor with the 2009 Ford World Men's Curling Championship," says Robert Stokes, Acting VP Social Responsibility and Communication.

"Volunteers play an integral role in the success of an event of this caliber. Through dedication, commitment and participation, they are the ambassadors of not only the event itself, but also the city of Moncton and Atlantic Canada. We are proud of the 400 plus individuals who will give of their time and talents. We know curling fans will receive a warm Atlantic Canadian welcome!"

**A message from our Director of Volunteer Appreciation, George Caissie**



Thank you for joining our team of volunteers for this event. Along with the help of our **Volunteer Program Sponsor, Atlantic Lottery**, we will do our best to keep you informed, clothed, fed, watered, and supported in every way during the event. We have three activities planned just for you. Please reserve these dates on your calendars.

The **first Volunteer Gathering** will be held **October 4, 2008** at the Moncton Curlers Association. Here you will confirm your registration, be photographed for accreditation, pay your volunteer fee (cash or cheque only), get sized for your uniform and meet your director and the other members of your team. You will be notified by your director as to the appropriate scheduled time for your group.

The **second Volunteer Gathering** will be held **February 21, 2009** at the Moncton Curlers Association, where you will pick up your uniform, accreditation, volunteer handbook and get pumped up for the Curling Event!

The **third event** will be the **Volunteer Brunch** to be held at the **Patch on Saturday morning, April 11, 2009.**

Watch for more information on our event website <http://www.seasonofchampions.ca/2009worlds/volunteer.asp> and in upcoming issues of this newsletter.

The **first Volunteer Gathering** will be held **October 4, 2008** at the **Moncton Curlers Association**, 358 Lutz Street, Moncton. (*See map below*). Here you will confirm your registration, be photographed for accreditation, pay your volunteer fee (cash or cheque only), get sized for your uniform and meet your director and the other members of your team. There are more than 400 volunteers involved at the gathering. Volunteers are invited to come to the gathering on a **scheduled basis**. Five sessions are

Start	End	Group and Directors
9:30 am	10:00 am	<b>Volunteers</b> – Arnold Mallais, Bob MacLnnis, George Caissie, Michel Richard, Yves Maillet
10:00 am	11:30 am	<b>Facilities</b> – Laura Copeland, Al Forsythe, Roger Frenette, Garnet Horseman, Brian Rice, Glen Morrison, Horace Constable
11:30 am	1:00 pm	<b>Hosting</b> – Bernie Savoie, Richard Harten, Mickey Mazerolle, Laurie Donaher, Dan MacPherson, Bill Lutes, Denise Bowser
1:00 pm	2:30 pm	<b>Business &amp; Marketing</b> – Mike Mann, Cy Sutherland, Norm Denis, Darcy Doyle, Drew Galloway, Jacques Robichaud, Lawrence Forbes, Susan Hicks <b>Special Events</b> – Zoë Rideout, Marion Judson, Wayne Archibald, John Grantham, Joanne Thurrott, Marlene MacLeod
2:30 pm	4:00 pm	<b>Patch &amp; Lounge</b> – Rick Melanson, Shane Esson, Billy Justason, Robert MacDiarmid, Peter Comeau

planned throughout the day. The first group is scheduled at 9:30 a.m., the second at 10:00 a.m., the third at 11:30 a.m., the fourth at 1:00 p.m. and the fifth at 2:30 p.m. By now, you should know which group you are in and the name of your director. On the left is the detailed schedule based on the group names and the directors names. Please present yourself at the gathering on the appropriate scheduled time. Follow your director.

**Benefits and Conditions of Volunteering.**

By applying to become a volunteer for the 2009 Ford World Men's Curling Championship, you acknowledge and agree with the following:

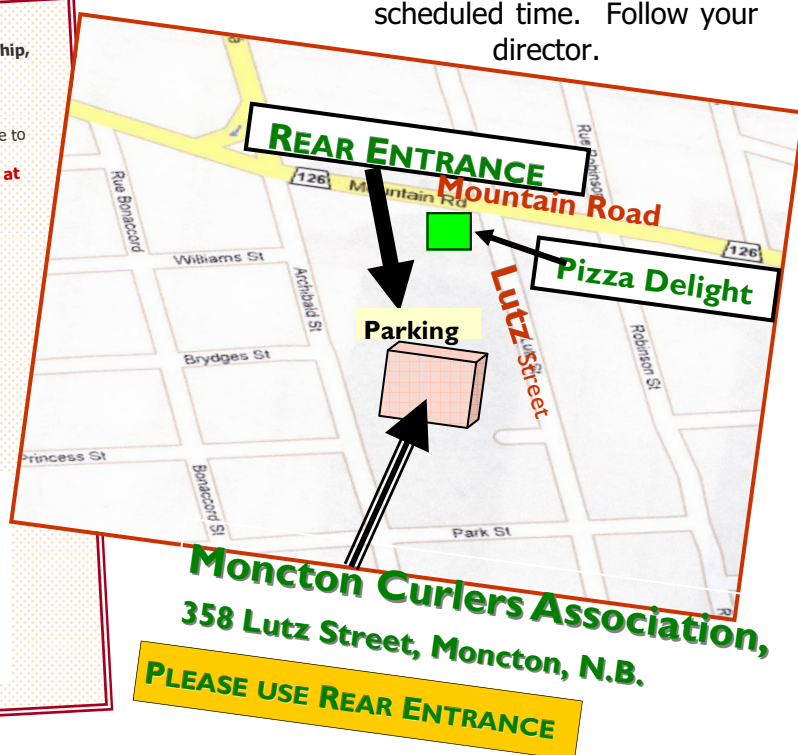
- A minimum of 20 hours of Volunteer Service (each shift is 4-5 hours on average)
- All accepted Volunteers are required to pay \$95.00 for their Volunteer Rewards Package, payable to "2009 Ford World Men's Curling Championship".
- This payment MUST be collected at the first Volunteer Gathering on October 4, 2008 at which time uniforms are ordered.**

- Authorization to perform a background check (including a Criminal Check)
- Photo Identification is required at the time of Volunteer accreditation.

**All accepted applicants will receive as part of their Volunteer Rewards Package:**

- Stylish one-of-a-kind 3 piece volunteer uniform valued at approximately \$200
- Free pass for entry into Coliseum (standing room to watch the best in the world)
- Free Entry into the Keith's Patch (Fun, Food and Entertainment!)
- Access to Volunteer Lounge including complimentary beverages and light snacks
- Two Volunteer Pep Rallies
- Invitation to the Volunteer Appreciation Brunch
- Volunteer newsletters
- Volunteer handbook

- Total Volunteer Rewards Package value estimated in dollars: \$400.00
- Total Volunteer Rewards Package value in pleasure and satisfaction: Priceless.



## Local Sponsor Corporate Profile



The Atlantic Lottery Corporation (ALC) is proud to be the presenting sponsor of the 2009 Ford World Men's Curling Championship in Moncton. We are especially pleased to also sponsor the volunteer program since it is the volunteers that make such an event possible.

Investing in Atlantic Canada's communities is important to ALC. We live, work and raise our families here, enjoying a quality of life that is second to none. We have also enjoyed success over the past three decades, thanks to the generous support of the communities we serve. For these and many other reasons, we continue to give back to our communities by supporting events, charities and other community organizations.

ALC has been contributing to Atlantic Canada's economy and way of life since we were founded in 1976. ALC's mission is to provide sustainable financial success, allowing our provincial shareholders to give back to our Atlantic Canadian communities. We do this by developing and marketing responsible gaming entertainment products for Atlantic Canadian adults.

**Together, we're building better communities!**



### Pizza, Pasta & Salads

Canadian owned Pizza Delight® is a division of Imvescor Inc., a privately held corporation operating franchised and corporate restaurants under the brand names Pizza Delight®, Mikes®, Scores® and Bâton Rouge®. Pizza Delight boasts more than 100 family restaurants operating in Atlantic Canada, Quebec, Ontario and Alberta.

At Pizza Delight, everything is prepared fresh in our kitchens with the finest ingredients. Our pizzas are legendary because they are prepared with dough made fresh every day in our restaurants, our secret recipe pizza sauce, and our exclusive cheese blend.

The introduction of Oven Fresh Kitchen concept features some exciting new tastes, but maintains many of our traditional recipes that generations of Atlantic Canadian families have grown up with. Selection of entrées includes Pizza Delight's signature skillet dishes, Fresh-Tossed & Oven-baked Pastas, Signature Pizzas and fresh CHOPPED™ Salads.

Whether it's spending quality time with family or getting together with friends after the game, Pizza Delight is always a place to relax and enjoy a truly great meal.

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CTV Atlantic is the number one viewer's choice across the region, not just for its top rated local news programs, but for its powerhouse prime time line-up. Locally, CTV produces 24 hours of news and information programming including its signature programs the *CTV Evening News*, *Live at 5*, and *Breakfast Television*. Broadcast from its News Centre in Halifax, CTV reaches the Maritime region with stations and reporters around Nova Scotia, New Brunswick and Prince Edward Island. Well-known and respected anchor Steve Murphy, fan favourites Starr Dobson and Bruce Frisko and weekend host Paul Hollingsworth lead an impressive cast of award-winning journalists dedicated to providing the most accurate and balanced newscasts in the region.

# Welcome to our Corporate Family

## Presenting



## Silver



## Bronze



## Wine Supplier



## Community Partner



## Media Partners

