



Club News

St. Louis Rowing Club

VOLUME 3, ISSUE 1
FEBRUARY 15, 2010

From the President by Mark Jordan

At the Executive Committee meeting on February 7, the Committee reviewed and adopted the 2010 operating budget for the St. Louis Rowing Club. The operating budget assumes revenue of \$161,084 and it is balanced. Also, included in expenses is a \$5,000 contingency fund. The budget will give us a good tool for monitoring our financial position on a monthly basis. We can now respond quickly to any meaningful deviation from the forecast.

Revenues from the operating account are derived from dues, classes, regattas and transfers from the Boosters. The largest source of income are dues from adult and junior members of the club. Overall, 63% of the club's income is derived from dues. Scott Allison, our Treasurer, has assumed we will start the year with 112 adult members and end 2010 with 125. His estimate of 112 is solid as that is our paid count today. We should also gain members by year end as a result of our Learn To Row classes. The junior's program is expected to start the year with 66 rowers and have a slightly larger group in the fall. Overall, the adult program should generate 54% of the dues, the juniors 40% and the balance should be from St.

Louis University and summer rowers.

Our Learn To Row and WeCanRow classes are an important source of revenue and they are expected to generate income of \$21,000 or 13% of our budget. While these classes are a meaningful source of revenues, they are the source of new members. The success of these programs is critical to growing the club's membership. The best way to limit dues increases is to expand income by growing the membership base.

Regatta income is expected to be 16% of revenue or \$25,284. We try to break-even on the St. Louis Sprints and Gateway and make \$1,000 or so from the Indoor Regatta.

The final source of income is a \$12,600 transfer payment from the Boosters. These funds are paid in recognition of the fact that the junior program requires an enhanced level of coaching.

On the expense side, the cost of our coaching staff is our largest area of outlays. In 2010, salary and payroll taxes are expected to be \$82,102 or 52% of our total budget. The remaining large expense items include insurance at 9% of expenses or \$13,820 and repairs/supplies/maintenance at \$14,400, also

9% of the budget. Regatta expenses are \$23,830, again roughly equal to income. This line item is dominated by the cost of the Ergs sold at the Indoor Regatta. The last item of note is the monthly payment to the capital account for the truck replacement fund. We expect to transfer \$6,600 to the fund in 2010, which would bring the account to \$15,400 at yearend. This is good news as this fund did not exist when we purchased the truck roughly 6 years ago.

Overall, we are in a healthy and stable position as we enter the year. As with many non-profit organizations, we will need to monitor our budget as the year evolves. If the economy impacts our membership levels, we can adjust expenses to maintain a balanced budget. It is also a positive that we do start the year with the \$5,000 contingency reserve. The best thing we can do is be welcoming to new and potential members coming out of our Learn To Row classes.

I want to thank Scott Allison for all his work on the budget and membership statistics. The budget and supporting assumptions are posted on the website and can be viewed at http://stlouisrowingclub.com/downloads/2010_budget.pdf

INSIDE THIS ISSUE:

Coach's Report	2
Referees Needed	2
Trivia Night Registration form	Pull out
Ergathon Pledge Sheet	Pull out
Booster Report	3
Shop Online	3
Trivia Night	4

St Louis Rowing Club, PO Box 411094, St. Louis, Missouri 63141
Phone: 314-434-8299, E-mail: stlouisrowing_info@yahoo.com

Coach's Thoughts by Tim Franck

Our season is marathon – continuous and year round for most – which is why the Winter training is so important, especially since our focus is on the Spring and Summer and continuing to build on and learn from the successes of the Fall season.

There is little love lost between most rowers and the ergometer, and it does have its drawbacks; rewarding bad technique (which is why we coaches make all of those annoying criticisms) and the inability to work on blade work. However, the erg is great for increasing strength and endurance, developing mental toughness, and making structural changes. The most important thing is to focus on the patterns that are reflected in your erg scores. Do your scores show a pattern of consistent intensity and focus,

or that of casual focus and occasional intensity? The difference in payoff between the two approaches is tremendous. As one of our coaches said a few weeks ago, "medals are won in the winter and collected in the spring."



Head coach Tim Franck, doing his part

**The BIG EVENT is almost here.
ERG 10 , Saturday, February 27
8am -12:30**

**What is the BEST way to spend
your Saturday morning????
ERING 10,000 meters of course!**

**Join us at the Boathouse for food,
fun and exercise. Everyone will be
there: Scullers, Masters, Rec,
Intermediates and our Juniors!**

Referees Needed! by Liz Deighton & Terry Friel Portell

Love the fellowship of rowing and the fun of a regatta, but don't want to compete? Parents, would you like to have the best seat at the regatta at your son or daughter's next race? From start to finish, you could be there! How?

Become a licensed USRowing referee! It's a great way to give back to the sport in a way that is really needed.

How do I get a license?

As a Candidate Referee, there are three major requirements you will complete to obtain your Assistant Referee license: (1) attend a clinic on the rules of rowing; (2) observe all the six different referee positions; and (3) pass a written exam on the rules of rowing. Depending on your familiarity with rowing when you become a candidate and the time you commit to it, this process can be completed over the course of one year or less. *[Liz's note: I started my observations in June 2009, and I had my license at the end of September 2009.]*

To maintain your Assistant Referee license, you must officiate at least four regatta days each year, and you must also attend an annual clinic. To advance to a full referee license, an Assistant Referee must maintain a minimum level of "active service" to obtain sufficient experience, and then pass a more in-depth written and practical exam. (These requirements are detailed on the USRowing website.)

Why become a referee?

For starters, it's FUN! You typically will work 2-3 different positions at a one-day regatta, so you're never bored. You will see some great rowing by athletes ranging from high-school age to National Team/Olympic level athletes to rowers in their 70s. You will meet and work with an amazing assortment of referees from all over the country, from all

walks of life. And, for those truly motivated, you can pursue an international license and become a FISA official (and maybe, one day, officiate at the Olympic Games).

On a more practical level: Of the 500+ active, licensed USRowing referees, only about 80 live in the Midwest region, which spans 13 states from Michigan & North Dakota to Ohio & Oklahoma (a huge chunk of real estate). Of those 80, just two live in Missouri. This shortage makes it difficult for SLRC to have enough licensed officials to run a USRowing-registered regatta. It also means that, to have enough licensed officials, we need to spend a significant portion of our regatta budget on referee travel and accommodations. With a pool of our own licensed referees in St. Louis, we may even be able to host more frequent regattas at Creve Coeur Lake!

I'm sold! How do I get started?

Come to our Referee Candidate Clinic on Saturday, March 6, from 1-4pm. SLRC is pleased to welcome USRowing Referee/Clinician Bob Appleyard to conduct this clinic for us. Bob has been a referee for over 30 years, and he is also a FISA official who served on the jury at the 2008 Beijing Olympics; just wait until you hear about some of his experiences!

You must be at least 21 to get a license; however, this clinic would be beneficial to coxswains as well. Also, this clinic is not restricted to SLRC members, so if you have a parent, a spouse, a sibling, or a friend who might be interested, please invite them. There is no cost to attend the clinic, but seating may be limited. If you're interested in attending, please reserve your space early by emailing Liz at elizdeighton@sbcglobal.net.

(As this article goes to press, we are still finalizing details on location; that info will be available on our website and in your email within a week.)

St Louis Sprints by Robert Mach

I hope everyone had a great holiday season and have not found our frequent snow storms too depressing. The good news is that Spring is right around the corner, and with that comes our exciting Spring Rowing Season.

There are a number of activities planned for the SLRC and the Junior Rowing Program over the next four months, and many of these are described in other articles in this newsletter. The main activities I will focus on are the St. Louis Sprints and the Junior Awards Banquet-Auction.

The St. Louis Sprints will be held on April 3rd. We are perfectly aware that this is Easter weekend, and after a prolonged debate at our Boosters Committee meetings, we reached the conclusion that this is the only date available to us to hold this event. Alternative dates in the Spring would conflict with other, larger regattas, some of which we plan on attending. We currently have two large rowing clubs coming, and we now need to take the appropriate steps to make sure the St. Louis Sprints are a success.

Mary Kiehl has graciously agreed to coordinate the volunteer activities for this event. Although this may be a small regatta compared to others we attend, there is a lot of work that needs to be done prior to and during the regatta. I hope you will contact Mary and let her know that you are willing to help, and she will let you know the areas where we currently need volunteers. Mary's email address is: MKIEHL@DOM.wustl.edu.

We would not be able to run the St. Louis Sprints without the participation and help of the members of the Masters and Intermediate rowing program. In return, the parents of the Junior rowing program assist the Club in running the Gateway Regatta, which will be held in the Summer. You will receive an email later this year announcing a call-for-volunteers for the Gateway Regatta. I ask you to please show your appreciation to the SLRC Masters and Intermediate rowers by volunteering to help at the Gateway Regatta.

We also need chaperones for the out of town regattas we are attending this Spring. If you are interested in serving as a chaperone, please contact Mary Kiehl at the above email address.

The Junior Awards Banquet will be held June 6th at the Marriott St. Louis West. This is the same location as last year. The banquet/auction chair for this year is Mary Ferris. You will receive an email notification requesting items for donation to the auction, which is one of our major fundraising initiatives for the Junior Rowing Program. We also request that you make your reservations for the banquet in advance this year so that Mary can make the appropriate arrangements. Mary Ferris can be reached by email at: ferris61@sbcglobal.net.

We now have the results from our Fundraising Campaign. It looks like we have raised enough money to purchase a new boat for the Club. I would like to thank Jeff Jones for taking charge and leading this effort. This is a great idea and needs to continue (and grow) in the years to come. Please congratulate Jeff for a job well done when you see him at the St. Louis Sprints.

My final item for this newsletter is a solicitation for members of the SLRC Boosters Committee for the 2010-2011 season. We have several members rotating off the committee this year, including (but not limited to): Barb Smit (recording artist), Susan Mintun (treasurer), Jeanne Ritter (Travel Coordinator), Laura Kurzu (Publicity/advertising) and Bob Hurster (Regatta Coordinator). I would like to thank Barb, Susan, Jeanne, Laura and Bob for their hard work and commitment to the Junior Rowing Program. We will miss you next season. Jeff Jones has agreed to take over as President next year, which means we also need to find a new Vice President. If you are willing to serve on this committee, please contact me at: rhmach@mir.wustl.edu.

I also ask you to show your support of the SLRC Junior Rowing Program by attending one or more regattas this Spring. Our kids put an enormous effort into training for the racing season, and we need to recognize their commitment to the sport by cheering them on during their events. I look forward to seeing you at the four different regattas we will attend during the Spring 2010 season.

Earn "Free" Money for Your Favorite Sport—ROWING!!!! By Kathy Carlson

If you shop online, (and who doesn't?), you have a terrific opportunity to earn 'free' money for SLRC! www.onecause.com is an on-line shopping web site that allows you to shop all of your favorite on-line merchants and earn between 1% and 4% of your purchases for SLRC. It's E-A-S-Y! Just go to www.onecause.com, register, and name St. Louis Rowing Club as your "cause." When you want to order something on-line, you go to www.onecause.com, sign in, and click

on the merchant you want to shop. You will be immediately connected to the merchant's web site and you order just as you usually do. Each merchant you order from through One Cause gives a percentage of your purchase to SLRC.

There are hundreds of merchants signed up on One Cause. Amazon, Target, Macy's I-Tunes, REI, Sports Authority, LL Bean, Lands End, Barnes and Noble and Borders are just a few of the merchants you can shop at through

One Cause. You can install a One Cause toolbar and use their yahoo search engine to earn \$.02 per qualified search—and you can invite your friends to join for even more earnings potential!

All members should consider registering with One Cause. Add www.onecause.com to your list of Favorites on your computer, and always do your on-line shopping through One Cause. It's a painless way to earn money for the club.



St. Louis Rowing Club

PO Box 411094
St. Louis, Missouri 63141

Phone: 314-434-8299

E-mail: stlouisrowing_info@yahoo.com

Important Dates

Erg 10

2/27/10

Junior Open House

2/27/10

Referee Candidate Clinic

3/6/10

Trivia Night

3/20/10

Spring Cleaning

3/27/10

St. Louis Sprints

4/3/09

We're on the web
Stlouisrowingclub.com

Executive Committee

President

Mark Jordan

Vice President

Tom Lieb

Treasurer

Scott Allison

Recording Secretary

Kathy Carlson

PR/Communications Secretary

Marty Strohmeyer

Captain

Rein Zeidler

Lieutenant

Jay Lyons

Coaching Staff

Head Coach

Varsity Women/Masters

Tim Franck

Varsity Men

Andrew Black

Novice Men

Rudy Ryback

Sculling

Steve Giddings

Novice Women/Intermediates

Trish Milla

Recreational

Pat Bronder

2010 Trivia Night by Liz Deighton

Our fourth annual Trivia Night will take place on Saturday, March 20, 2010, at the Crestwood Community Center. For those who have been to this event in the past, you know how much fun it is. If you haven't been yet, what are you waiting for? Friends, food, fun... and NO spandex required!

Reservations are limited to 30 tables of 8 (240 people maximum). Admission is \$20/person, or you can reserve a full table for just \$150. Not only is this a fun way to raise money towards new equipment, but it's a great way to introduce your non-rowing friends to the club. We encourage all members to build your teams with your not-yet-rowing friends. (Every year, at least 70% of attendees have been non-SLRC members!) Last year we sold 27 tables; let's sell out this year!

Once again, we will offer round sponsorships for just \$100. What a great way to promote your company, your personal business/hobby, or just to show your support for our team! As a sponsor, your ad will appear in the event program, your sponsor name will be listed on the answer sheet for that round, and your sponsorship will be announced at the beginning of your sponsored round. Last year, we had more offers of sponsorships than we had rounds to sponsor, so get your sponsorship early!

The doors open at 6:00 PM; trivia begins at 7:00 PM. There will be 10 categories, 10 questions per category. In addition to cash prizes for 1st and 2nd place teams, we'll also have a 50-50 raffle and, possibly, a raffle with other assorted prizes. There will be complementary water, soda and BEER (while it lasts), and perhaps some very light snacks. As always, we encourage you to supplement these offerings with your own food and beverages.

For those who don't want to play on a team, please don't miss the party! We'd love to have you there helping out with the following jobs: set-up, runner, score-keeper, raffle/50-50 ticket sales, t-shirt sales, etc. We are also accepting any donations you'd like to contribute for raffle prizes. To volunteer, or to make a sponsorship or raffle donation, please email Liz Deighton at elizdeighton@sbcglobal.net.

To register your team for Trivia Night, please visit our website to download the registration form at http://www.stlouisrowingclub.com/downloads/2010_trivia_flyer.pdf. (Or go to our home page, click the "Trivia Night" link under Upcoming Events, then follow the link to the registration form.)

Mail your completed form with your check (*payable to SLRC*) to:

Liz Deighton, ATTN: SLRC Trivia Night, 512 Elm Crossing Court, Ballwin, MO 63021



Join us for our Fourth

St. Louis Rowing Club



TRIVIA NIGHT

Saturday, March 20, 2010

Doors open at 6:00 PM; trivia begins at 7:00 PM.

Crestwood Community Center – Multipurpose Room

9245 Whitecliff Park Lane
Crestwood, MO 63126

\$20/person, or \$150/table

Maximum 8 people/crew

This entry fee includes light snacks, assorted soft drinks and FREE BEER.
Feel free to supplement with your own snacks, beer and wine.

*Cash prizes to 1st and 2nd place teams
50-50 raffle*

To register, please detach and mail the form below with your check (**payable to SLRC**) to:

Liz Deighton
ATTN: SLRC Trivia Night
512 Elm Crossing Court
Ballwin, MO 63021

Entries are limited to 30 crews (240 people); prepaid reservations will take priority.

2010 SLRC Trivia Night Registration

St. Louis Rowing Club is a 501c(3) non-profit organization.

Team Name/Captain _____

Address _____

Phone number _____

E-mail _____

Other crew members _____

If you don't have a full crew, no problem; just let us know if you'd like us to match you up to join a composite crew.