



Laurelwood Ledger

www.LaurelwoodSwimClub.com

Volume 15, Issue 1

Newsletter Date 03/12/2015

LAURELWOOD SWIMMING ASSOCIATION

801 UNION AVE
P.O. BOX 322
POTTSTOWN, PA
19464
(610) 327-3637

Special points of interest:

- Management
- Membership
- Finances
- Member Termination
- Communications
- New Additions
- Work Weekend
- Social / Golf
- Swim Team
- Presidents corner
- Special Dates

2015 Board of Directors

Len Gieseler - Pres.
Mike Barkasi - Vice Pres.
Jeff Rokicki- Treasurer
Clare Herkendaal-Secretary
Jenn Bowker - Membership
Meghan Lupotsky - Social Ch
Bill Cancro - Director
Fran Guinan - Director
Eva Thierry - Director
Sarah Smith - Director
Kathy Granahan - Director

2015 Spring Ledger

Cold, Cold, Cold. After one of the coldest winters in many years it is time to think Warm and Summer! This latest volume of the Laurelwood Ledger will bring you up to date on pool news. Opening Day is Saturday May 23, 2015 - Memorial Day Weekend.

Board Management

At the September General Membership meeting we said goodbye to Kevin Christman, Steve Gerhart, and Eric O'Brien. Kevin served on the board for over 13 years as our treasurer. Steve served on the board for 7 years many as Vice President and as the Maintenance co-chair. If you needed something done, Steve was always there working on the project many times by himself. Eric Served on the board for the past 3 years as our Secretary. Besides their duties as board officers, they were all very committed to the club and were an very intragual part of making our club great. They will certainly be missed. At the same meeting we welcomed Meghan Lupostky, Kathy Granahan and Sarah Smith. We thank them for volunteering to serve on the board.

As many of the board members get closer to moving on from membership of the club, we encourage newer members to get involved on the board at any level. Eventually we will need seasoned members to serve on the board and keep the club running. If you are interested in serving on the board, please see any board member or contact me directly.

We can't run the pool with out great board members. Their

time and devotion help to make Laurelwood a great family club. Thank you to all.

Membership

Our membership is certainly going through a transition period. We have a had a larger number of long time members resign than new members join the club in the past few seasons. I have been around long enough to been through this before only to see our club grow through it. We have 188 bonded members to date with a good number of 2014 trial members joining as full members. Membership is the life blood of the club and drives our financial budget. We need to continue to grow and attract new members and our best form of advertisement is you our members. I would guess that most current members were invited to the club by a friend or neighbor. Please invite your friends or neighbors to the club for a visit and encourage them to join as either a trial member or bonded member. As of this season the board decided to allow all new members wishing to join as bonded members the opportunity to break out their bond payment over 2 years. The new member must pay the second year bond payment in order to get their bond. If they do not pay the second payment they will forfeit the first 250.00 payment. By doing this we hope to attract



new bonded members and keep our upfront pricing competitive.

Finances

The board is happy to announce that there will not be a dues increase this year. Through careful financial planning and budgeting we continue to operate in the black despite our lower membership numbers. Our goal is to be fiscally responsible to our membership. Invoices and registration forms will be sent the week of March 23rd. The registration forms will be prefilled. Please review and correct any information and return the registration along with your payment. Dues can be paid on line via the website using Pay-Pal. There is a small charge to use this service, but it is a great way to earn extra reward points. Check it out today. **Each family must return their membership form along with the yearly dues payment by Friday May 8th to avoid paying a 25.00 late fee.**

Membership Termination

Any members wishing to not to renew their membership must contact the board in writing prior to **March 15, 2015**. Communication can be in the form of an email or letter. If we do not receive your request, by the

15th, you will be obligated to pay the dues for 2015. Failure to pay dues will result in forfeiture of your bond money.

We add members to the outlist as of the date of the notification. Bonds are paid out on a first come first served basis determined by your position on the outlist and new members joining the pool. We make every effort to pay out as many bonds as possible sometime at the end of June or early July of the next season. If all bonds are not paid out in the summer, we will take a look at our financial situation and determine if we can pay out any other bonds that year. Any bonds left over will be paid out first the next June.

We worked hard last year to get caught up on bond distribution. Some bonds were not picked up at the pool gate. If you haven't received a bond, please contact me or the membership chair via the website.

Communications:



Last year we launched our Facebook page to some good success. This is a great way to get up to date information regarding the pool especially for closings due to weather. Search **Laurelwood Swim Club** and LIKE AND SHARE today. A link can also be found on our website. There are other pages established, so please make sure you are on the correct page. Please check back often.

Website

The website is a great place to get registration forms, swim team information, email contacts, pool events and much more. Please check out and use this great resource. Please

ask anyone interested in joining to visit the site.

Email

This is our best form of communication especially for membership only information. We do our best to keep our data base up to date. That information comes directly off the registration forms. We ask that you fill out the forms as legibly as possible especially if your email has special characters.

New Additions

We replaced the worn out diving board this winter. As you will see the new board has a very rough surface so please take your time on the board and watch the bottom of your feet.

Last year we added the new jungle gym for our younger members and our new large grill. This year we plan on getting a new ping pong table and some additional games. If anyone would like to donate balls, board games etc.. Please bring them to the club.

Work Weekends

A big part of our opening cycle is our work weekends. **Work Weekends will be held May 2-3 and Saturday May 9 if needed. We will start at 8 am. Other dates may be added as needed.** We encourage any member to volunteer their time and talent. Any member that volunteers at least 2 hours will receive a \$ 25.00 credit towards their dues. By having pool members volunteer their time it helps keep costs down by eliminating the need for outside contractors to do the work. We will be doing general clean up, ground work, Painting and general maintenance items. As a courtesy to those volunteers, lunch will be provided by the pool. Hope to see you at one of the work

weekends.

Social Events

Last year we didn't have much success pulling off social events. Our Chesapeake adult night however was a great success again. We would like to hold other events, but need membership participation to make these event happen. This year our only scheduled event at this time will be the Chesapeake night. If you have suggestions or would like to help out, please contact our social chair, Meghan Lupostky via the website.

Membership Meeting

This year we will be holding our general membership meeting during the summer in hopes that we can get a good turnout. Traditionally this has been held at the end of the summer with very little attendance. **The date this year is Sunday July 12.** This is great opportunity to meet the board, hear about what is going on and ask questions. Please mark your calendar today and plan to spend 30 minutes discussing YOUR club.

Swim Team

The swim team had another successful season under Coach Nicki and her staff. The team numbers continue to grow and produce truly gifted swimmers. Great Job Dolphins!

Information about the swim team and registration will be included with your invoice mailing and will be posted on the website.

Presidents Corner

As I start my 17th year on the board and 14th year as president and I reflect back over those many years and all I can say is THANK YOU! Our clubs success over it's

50 years in existence is a true testament to the support of the current membership, the people that have given of their time and talents, board members, swim team members and the countless families that have come and gone through our gates. Our club has made dramatic changes in the past couple of years to keep up with the hands of time and to secure the club's presence in our community for years to come. Our work is not done. We need to continue to build our membership and get members involved to keep this legacy going. As I look around our area and do some comparison shopping, Our club still is the best value and friendliest place for your family to spend a summer.

As always the board of directors will continue to address the needs of the pool as time and finances permit while maintaining a safe and fun place for your family. As always if suggestions or comments, please don't hesitate to contact me via email or directly at 610-970-0662.

Thank you to all our members and the board for living up to our slogan - **THE WOOD IS GOOD!**

Len Gieseler
President

Special Dates

- Resignation Deadline - March 15
- Membership fees Due May 8th
- Opening Day - May 23
- Fit For Life - June 4
- Teen Night - July 18
- Chesapeake Night - August 22
- General Membership meeting - July 12
- Closing Day - September 7