

# THE CHRONICLE

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June 2012

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378-5492

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331-3649

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377-7739

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Jenna Broyles  
376-9847

Ben Dunn  
333-9822

Bob Garrigues  
372-0954

Priscilla Milliman  
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December

## FROM THE DESK OF THE PRESIDENT

300 Club Members:

As I'm sure many of you are aware our Club expenses have been exceeding our revenues for a while now, which has required us to dip into our reserves to continue paying our bills. At our current rate of loss we have about one more year of reserves left. In the event of an unforeseen emergency letting our reserves drop much lower could put us in a precarious financial situation. This means we cannot wait any longer to take action to get back on track fiscally.

We have taken steps to reduce costs where possible without compromising the quality of the club experience for members. We have also been working hard at increasing revenues, primarily through increasing membership because our current revenue shortfall could be addressed by about thirty new members. However, a number of different membership drive efforts have only resulted in a few new members thus far. A combination of hard economic times, Jonesville coming online, and the limited visibility of our club have contributed to our current low membership of about 199 full time members. Building membership is obviously our best solution, but the recent modest increase in new members is not sufficient to address our current fiscal situation. Your help in recruiting new members or any other creative suggestions would be greatly appreciated!

Until we can attract those 30 or so new members it was the board's decision to take immediate action to prevent any possibility of a fiscal crisis at our club.

Therefore, single & partner members will see a modest 10% dues increase and the partner will see an 11.4% dues increase. All members will be charged a \$100 membership. These actions will generate approximately \$40,000 over the next year. The effective date for these changes is July 1, i.e. our next billing period. This dues increase and assessment, which can be paid over two quarters, will be sufficient to get us through this current fiscal situation.

It is my belief that as we attract new members through more creative marketing, restructure our tennis director's contract, and once the cell tower starts producing revenue we very well could be looking at dues reductions in the future. First, however, we must get our house in order and address the long-term needs of the club including upgrading bathrooms, completing our landscaping plan, paving the parking lot, and perhaps even adding a social room.

...Continued on next page...

...President's Letter Continued...

Please remember that there is another wonderful way to give back to our club that has given all of us so much enjoyment over the years. That is to contribute to our capital improvement fund or to personally fund a project of your choosing (i.e. landscaping an area; new windscreens, a gazebo, etc.) The sky is the limit of what could be done and to have your name associated with. Please contact me with your ideas!

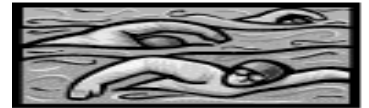
Warm regards,  
Del Bottcher, President

### MEMBERSHIP RATES

Below are old membership rates and the new ones that are effective beginning July 1.

	Old rate + tax	New rate + tax	New rate with tax
Family	\$277.19	\$304.91	\$323.20
Single	\$237.41	\$261.15	\$276.82
Partner	\$205.12	\$228.86	\$242.59

## 300 CLUB POOL NEWS



Please remember to sign in your guests on the guest sign-in sheet listing your guests' names, and indicating over or under 18 years of age. Remember that overnight out of town guests swim free for equity members, but they must be signed in (please indicate "out of town, overnight"). Also, Equity members receive three free swim guests per quarter. These also must be signed in. If you are planning a party, you must contact the Aquatic Director to make arrangements. Party rules are posted on our website.

Sunscreen should be applied at home at least 1/2 hour before sun exposure. This allows time for the sunscreen to absorb into the skin. Also, care should be taken to avoid inhalation when using aerosol sunscreens.

**Swim America** swim lessons and the **Makos Novice** swim program started the week of June 11<sup>th</sup> and will run through August 2nd, 9-11 am. These programs generate much needed income to the Club. However all lanes will be available to the membership in the afternoons since the Makos swim team will not be practicing at our pool during the summer.

Please sign up for the following swim classes taught by Jay Trama. The cost is \$30 for members, \$40 for non-members. Each runs one week, Monday – Friday, from 6:30 – 7:30 pm. **Basic Water Safety Class:** June 18-22. **Snorkeling Class:** June 25-29. **Introduction to Junior Lifeguard Training:** July 9-13. If someone is interested in a Water Volleyball or Water Polo Class, please contact me. Find registration forms on our website. [www.300clubswimandtennis.org](http://www.300clubswimandtennis.org). Also, Water Aerobics (Mondays and Fridays) and Stroke Improvement (Tuesdays) classes meet year round and are free to members. Both classes are from 11 am – 12 noon.

On July 14 the **Gainesville Cycling Club** will be having a picnic at our Club from 11 am – 3 pm and will have access to the pool. Please welcome these prospective members to our Club.

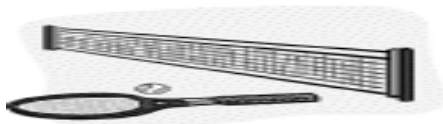
NOTE: If you feel that a nonmember is using our facilities, please do not confront them. Contact the guard, aquatic director, or club manager. Members are continually joining our club and bringing their guests, and we must treat everyone with respect.

LAP SWIM	Hours	GENERAL & LAP SWIM	Hours
Monday- Friday	6:30-9:00 am	Monday – Friday Saturday & Sunday	11 am – 9 pm 9 am – 7 pm

(The pool is closed to members from 9-11 am M-F)

Happy Swimming!

Meegan Wilson, Aquatic Director



## TENNIS NEWS

### FREE CLINICS

Mark your calendar for the 1<sup>st</sup> Tuesday of each month at 6:45, before the Tuesday night social for a free clinic each month. Also mark down the 2<sup>nd</sup> Wednesday and 3<sup>rd</sup> Monday of the month at 6:00 for a Free Clinic. Each clinic will have a specific focus of attention.

### FRIDAY NIGHT SOCIALS

The 3<sup>rd</sup> Friday of each month from 6-9 p.m., we have a Pot Luck Social. Bring a dish to share with others and BYOB. Come out and enjoy a fun round robin, some great food and drink and each other.

### 4<sup>TH</sup> OF JULY SOCIAL

All Members are invited to come to the club for a fun 4<sup>th</sup> of July Social. This is a Pot Luck Social, so bring something to share and if you'd like to imbibe, you can BYOB. Tennis fun starts at 9:00 and goes until noon. Bring your bathing suit to enjoy our great pool!

### 20<sup>TH</sup> KEN OUELLETTE USTA/FTA JUNIOR SUPER SERIES CHAMPIONSHIPS AT THE 300 CLUB

The 300 Club will host the 20th Ken Ouellette - KO/KnockOut USTA/FTA Super Series Junior Championships on August 18th/19th. Players from throughout Florida will converge into Gainesville to compete for titles in the Boys and Girls 10 and under through 18 and under singles and doubles divisions. **There will be no courts available for member play during this weekend tournament.** If you would like to play, please let us know and we will try to find alternate arrangements for you. Come out and watch some of tomorrow's future stars.

### USTA ADULT MIXED LEAGUES

We have two teams competing in the upcoming USTA Adult Mixed League season. Holly Schackow is captaining the 7.0 team and Jonathan Smith is captaining the 8.0 team.

### GOWTL

The Gainesville/Ocala Women's Tennis League is forming teams and rosters are due into the league office by August 1<sup>st</sup>. It is still early but I want to get the word out. We will have a women's 3.0 team and are hopeful to have a 3.5 team. If you would like to play, please contact me in the tennis pro shop.

### TUESDAY NIGHT ROUND ROBIN SOCIAL

It's getting very hot but that isn't stopping members from coming out for the ***Tuesday Night Round Robin Social***. Players start showing up around 6:30 and play begins at 7:00.

### JUNIOR TENNIS SUMMER CAMP

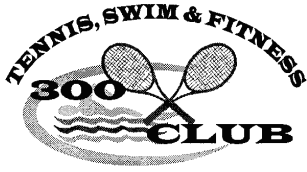
Junior tennis camp is scheduled for 10 weeks this summer. If you have children, grandchildren and friends of your children, this is a great program to learn the fundamentals. Check the website for dates, times and prices.

## GENERAL CLUB NEWS

### WEBSITE

Our web site [www.300ClubSwimAndTennis.org](http://www.300ClubSwimAndTennis.org) is up and running. If you have not already done so, please go to the "Members" page and set up your user name and password and then click "register". Once this is approved, you will have access to pages that are only visible to members. (Hover over the "Member" page and the titles will drop down.) The membership roster is now in this section as well as the by-laws.





## — GENERAL CLUB NEWS —

### **MONTHLY PAYMENT PLAN STILL AVAILABLE**

The 300 Club Board of Directors approved the Automatic Debit program for those members wishing to pay their dues, equity fee, assessment fee, lesson fee, guest fee and ball machine rental on a monthly basis. In order to pay monthly the member must sign up for the ACH. There will be no extra charge for this service. If you wish to participate in this program, please complete authorization form on the web and get it back to Pam. The first payment will be taken out approximately July 15; after that the payments will be withdrawn between the 10th & 15th of each month. Those signing up will be notified by email as to the exact date each month the money will be transferred.

Members participating in the Automatic Debit program have the option to pay their assessment dues all at once or monthly.

Members not participating in the program may pay all at once or with their quarterly dues. Dues are due by July 31; there is a \$20 late fee for payments not received in the office by that date and another \$40 late fee for dues not received by August 31.

### **NEW MEMBERS**

Frances Tanner  
Ignacio Porzecanski & Martha Kohen (Silvers)

Charles & Carol McDermott + 2  
Robert & Maria Irwin (+2)

### **3 MONTH MEMBERS**

Annette Rao  
Ashley Clifton & Catherine Campbell + 1  
N. Ellen Louis + 2  
Christina Cacchio  
Buddy Miller & wife  
Mike & Lisa Winn + 2  
Patti & Dave Locascio + 2  
Wells & Meg The Losen + 2  
Dennis & Martha Dolan + 2

Michael & Susan Gardner + 5  
Lisa Wolcott & Domenic Durante + 2  
Mary Ann Kiely  
Julie Taube  
Glen Sizemore, Charlene Krueger + 2  
Mary & Tim Brinkley +3  
Steve & Charlene Michaels + 2  
James Konish & Catherine Boman + 2

### **WHAT IS A FAMILY?**

**A family membership as defined by the 300 Club includes two co-resident adults and their dependents (26 years of age or younger.)**

### **INCENTIVE PROGRAM**

If you introduce a new equity member to the Club, you will receive a free quarters dues after they have been here for six months.

Please give the enclosed coupon to a friend and encourage them to try the Club for week. Tell them “try it you will like it.” If you need additional coupons, please let Pam know.