

THE CHRONICLE

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FROM THE DESK OF THE PRESIDENT

Exciting News and Summer is Coming!

I would ask every member to tell their friends, family, and coworkers about the 300 Club. Not only have we made our membership requirements more flexible including allowing people to join without being an equity member but we also have added Junior and Student memberships. We are also currently running a special for potential new members who have NEVER been a 300 Club member to join the Club for 3 months for the price of 2 months. This special is currently running through April 30, 2013 just in time for summer. Also, PLEASE pass out the Week membership to prospective members and if you want more please let Pam know.

We are also excited about our summer kids programs that will involve tennis, swim, and fitness. We attended a summer camp fair this past Saturday at Westwood Middle School and got a lot of great feedback. More information is included in this newsletter but look for our write up in Gainesville Sun and the upcoming School Days magazine.

We recently were featured in *Our Town* magazine that had articles about the different private clubs in Gainesville.

Look for some changes to our website. Also, be sure to "Friend" the 300 Club on Facebook- <http://www.facebook.com/pages/300-Club-Tennis-Swim-and-Fitness>.

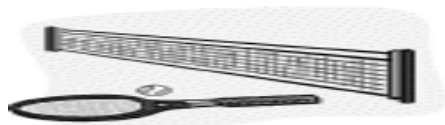
We are going to be painting the 300 Club this spring! We are planning two work days. One day to prep and the other to paint. It is going to be really fun and we need everyone's participation. It has been a really long time since the Club had a facelift and we are going to do it this spring. Look for an announcement of dates.

As many of you have already heard, Ken Ouellette is returning to Ormond Beach to be near his family. We are very appreciative of what Ken has done for the Club and we wish him the best. We are fortunate in that Abdoulaye Toure is currently at the Club and we will be looking to Abdoulaye to continue to help improve tennis at the 300 Club and continue to increase our visibility in the community.

Christian Newman
President of The 300 Club

AVOID LATE PAYMENT FEES

Sign up for the ACH program requires to you complete a simple authorization form (<http://300clubswimandtennis.org/Members.aspx>) and go down to the form for automatic withdrawal and submit it to Pam along with a voided blank check. Once a month you will receive an email telling you that your dues will be transferred from your checking account on a specific date—no more having to remember to pay the bill, no more late fees. There is no cost for this program.



2013 JUNIOR TENNIS SUMMER CAMP PROGRAM

Fees: \$100.00 (Club Members); \$110.00 (non-members).
Daily Rate: \$22 per Full Day (Club Members); \$25.00 (non-members).
Classes meet Monday through Friday from 9:00 am to 1:00 pm.

June		July		August	
Week #1	June 10 – June 14	Week #4:	July 8 – July 12	Week #8:	August 5 August 9
Week #2:	June 17 – June 21	Week #5:	July 15 – July 19	Week #9:	August 12 – August 16
Week #3:	June 24 – June 28	Week #6:	July 22 – July 26		
		Week #7:	July 29 – August 2		

- Player's ages 6-18 of all ability levels including beginners are welcome.
- The *Summer Camp Program* will meet rain or shine!!!
- Fun and more Fun ... professional instruction for the basics of tennis.
- Groundstrokes, serves, volleys, overheads, and lots of game based teaching.
- Learn and play singles and doubles, everyday!
- Lunch is provided each day.
- Daily swimming included – bring bathing suit and towel.

There will be a Summer Camp Tournament Week to be played in August.

Sign-up deadline is Thursday the week before each camp session. A minimum number of participant sign-ups will be required for each session. A place in the program will not be confirmed until full payment is made in advance. Club membership is NOT required to participate in this program.

Registration forms for tennis camp will be on our website (www.300ClubSwimAndTennis.org)

The 300 CLUB also offers traditional junior tennis lessons with Tennis Pro Abdoulaye Toure and teaching professionals Alexis King, Yann Lucina and Tyler Mercier. Generally junior lessons last either 30, 60 or 90 minutes. Group lessons can be formed based on age and ability. Lessons and sessions will be held throughout the calendar year.

Tennis players need to play on a regular basis to develop their game – they should get out and play at other times than their lessons.

Abdoulaye would be more than happy to talk to you about lessons for you or anyone in your family. His contact information is:

Phone: (352) 682-4766

Email: ToureAbdoulaye@hotmail.com



300 CLUB POOL NEWS

Summer Swim Classes and Swim Camps

We are offering several swim classes and swim camps this summer for children 8 years and older. The camps run from 1-5 pm, Monday - Friday. The cost for the camp is \$90 for club members and \$110 for non-members. The camp will include the following classes: Basic Water Safety, Snorkeling, Water Polo/Water Volleyball, and Biathlon Training. You can also register for the classes on an individual basis. Individual classes cost \$30 for club members and \$40 for non members. A minimum of 4 participants is required for the camps or classes. Please visit our website for registration forms and more information on each class. <http://www.300clubswimandtennis.org>

Swim & Fitness Camps

Time: June 24-28 or July 22-26. Monday - Friday, 1-5 pm

Purpose: To teach a variety of water activities and techniques, safety skills, and endurance training

Includes: All classes below except Introduction to Junior Lifeguard Training.

Basic Water Safety Class

Time: June 17-21, 2013, M-F 6:00-7:00 pm June 24-28, 3-4 pm July 22-26 1-2 pm

Purpose: To teach safety in and around water, and what not to do in an aquatic emergency.

Snorkeling Classes

Time: June 24-28, 2-3 pm; July 8-12, 6-7 pm; July 22-26 2-3 pm. M-F

Purpose: To teach fundamentals of skin diving in a safe controlled pool setting.

Water Polo - Water Volleyball Class

Time: June 24-28, 1-2 pm; July 22-26 3-4 pm; July 29- August 2, 2013, 6-7 pm; M-F

Purpose: To teach the fundamentals of water volleyball and water polo and to have fun.

Biathlon Training

Time: Monday – Friday; June 24-28, 4-5 pm; July 22-26, 4-5 pm

Purpose: To improve technique and fitness levels in both swimming and running.

Introduction to Junior Lifeguard Training

Time: July 15-19, 2013 Monday - Friday, 6:00-7:00 pm - for ages 9-14.

Purpose: To teach lifesaving, develop leadership skills, aquatic skills and confidence in an aquatic environment while promoting teamwork and increasing fitness levels.

There will also be group Swim America Swim Lessons and the Makos Novice Swim Team at our Club starting after school is over for the summer.

Our year round Water Aerobics class has been going strong even on the colder days and these members are keeping fit. Congratulation to **Nina Yugay** for attending all of the Water Aerobics classes in February. **Linda Braswell** and **Jenna Broyles** only missed one class last month. They were all award February Fitness Frogs. Keeping our bodies and minds fit is the best medical insurance we can buy and at the 300 Club membership prices it is a very good deal!

Current Pool Hours

Mon-Fri 7-9 am; 11am-3:00 pm; 5:30 - 7:30pm

Sat-Sun 9:00 am -6 pm.

(The pool is closed to members from 9-11 am and 3-5:30 pm, M-F)

Enjoy the water!

Meegan Wilson, Aquatic Director

In case you missed it, below is a copy of an email sent to the membership on February 22, 2013

I want to remind all members that the 300 Club is member-owned and we need support from everyone for the health and sustainability of this club. The board and committee members are volunteers, and our role is to take action that is in the best interest of the club. We strongly encourage all members to become actively involved in club events and to assist with new-member outreach.

The 300 Club is a special place but requires proactive change for our members, future members and the Gainesville community. Change can be difficult, but competition, societal shifts, the economy and our internal demographics are forcing us to change the way we operate. Since becoming involved with the board, I have seen increasing recognition and willingness to turn these changes into opportunities and take action. Some actions will work, and some will not, but inaction is not an option if we would like to see the club in existence for another 50 years.

Financial

Before I get into specifics, I want to be clear that the 300 Club as an entity has assets and value that we have not tapped into. There are a number of longer-term financial options available to the 300 Club to ensure that we can continue to serve our members. The board is currently concentrating on getting the 300 Club back on track financially by focusing on generating enough revenue through operations to pay for all of our expenses and by cutting expenses where possible.

We came up with a budget for Fiscal Year 2013 that assumed that we would have 200 members. We are currently about 20 below that target. Over the last year we have been dipping into our cash reserves to support operations but that is not sustainable. This is particularly an issue during the winter months before we get our typical summer pool members that helps with cash flow. Given that we are facing a cash-flow crunch, I asked the staff to find ways to reduce costs for the rest of the winter and into the spring. We cut pro shop staff hours and lifeguard pool hours to address this hopefully temporary cash flow issue. There will be some more cost-cash saving measures kicking in during the spring that will help and that *will not* impact our level of service. But the bottom line is that we need to generate more revenue for the club in order to maintain and expand its current level of service to members.

Revenue and Membership

We are looking at new ways of generating revenue for the club from our facilities but we must focus on getting more members, because that should be our core mission. Politicians like to say, "It's the economy, stupid." We need to co-opt that saying with "It's more members, stupid." Over the last year, the board has approved a number of measures to make our membership more attractive and accessible to new members. All of these measures are weighed against our current membership structure and "fairness" to existing members. Current members hopefully will have the patience and understanding that it is in our short-term, collective best interest to try to do whatever we can get new members. The highlights are the following:

Non-Equity Membership - We have received feedback for years that the membership fee was a barrier to joining. So, we are going to see if this works. Equity membership is still available and there are benefits to being an equity member. The board is continuing to look for ways to increase equity members' value.

- Weekday Evening Lap Swim Membership- \$45/month for specific swim hours.
- Junior Membership- \$50/month for first child and \$35 for second child.
- Student Membership- \$50/month. Open to UF/Santa Fe Students.
- USTA Season Membership- \$50/season per team.
- Women's Day League Membership- Monthly fee is still being finalized
- Equity Tennis Members can have unlimited tennis guests if tennis guests are members of other private clubs and they pay their guest fees.
- 3 months membership for the price of 2. This special membership is available for those who have never been a member of the Club. The promotion currently ends 4/30/13. This membership includes the use of the tennis facilities, fitness room and pool. This membership offers requires payment at the time of registration.

The Board will be considering other ways of generating revenue and increasing membership although the sentiment on the board is not to raise our fees at this time. We are currently at or above some of our competitors, such as DB Club that has individual memberships at \$89/month. For the pool, we are up against the NE Pool and YMCA, which cost less. We all can argue that the 300 Club offers more "value" but we have done a very poor job selling and promoting the 300 Club to even put us in the position to make that argument. We can't compete directly with public facilities but we also have to recognize that we can't price ourselves too high if we are going to attract new members who will compare between other options. We also have to be sensitive to our current members and not price them out.

Promoting the Club

We have engaged with Alpha Productions, a UF student-run organization, that is helping us rebrand and promote the 300 Club. The firm is updating the website and Facebook page, and it's planning a couple of promotional events at the club. We are hoping all members will attend and support these efforts.

Beyond passively promoting the club, which is important, it is critical that we actively reach out and bring in new members. We encourage all members to provide ideas about how we can do that, but what would be the biggest help would be implementing those ideas. In fact, we are looking for a few members, staff, or others to help implement outreach efforts to get new members and are looking at ways to incentivize those efforts. If you have time or know someone who would be a good person to do active outreach efforts, please let me know.

Call to Action

We are going to continue to embrace change as we move forward this year. Some things will work and some will not but we have to keep trying. My family has been a member since the 80s and I remember waiting for swimming lanes and being bumped off of courts after an hour. We have all become spoiled to some extent because we are used to having the club to ourselves, but we all have to recognize that we have to rebuild the membership. That needs to be our singular focus and we need the help, understanding, and patience of every member to do so.

Please get involved with the club and/or actively go recruit new members. We are still looking for participants in the Social, Ground, and Member Committees.

Thanks for your support and membership at the 300 Club.

Christian Newman
President of 300 Club