

Springlake Club, Inc.

March 2011

Returning and Prospective Members,

Yes! It's that time of year again. We have had our share of cold weather and snow once again this winter, so I think you'll all agree when I say...bring on the warm weather and sunny days at the pool! Mark your calendars for Opening Day which is Saturday, May 28th. As always, you will find the applications for both returning and new members attached to this email, as well as posted on our website at www.springlakeswimming.com.

As we prepare for another terrific pool season, I'd like to update you on what the Board Members and I have focused on this winter. Specifically, we have given a significant amount of time and thought to the recent trend that has resulted in our membership totals decreasing by approximately 10% over the last few years. We are still in a solid financial position; however, we must reverse this trend in order to sustain a successful financial balance for years to come. There are three overarching strategies that we feel can help this situation: 1) reduce expenses, 2) raise additional funds, and 3) retain current members while attracting new members. Regarding pool expenses, the majority of them are fixed costs and do not fluctuate based on membership count. However, we have been examining our budget line by line to uncover every possible way to reduce our costs. Second, we have several exciting events scheduled for this season to raise additional funds while providing an opportunity to get together as a pool community. I hope to see you all at the upcoming 1st Annual Bull Roast on Friday, March 25th and the 2nd Annual Fun Run on Sunday, May 22nd.

Regarding our efforts to increase our membership count, we have several things underway.

-First, we have made the decision NOT to raise membership rates for the second year in a row. This is due to the fact that one of our primary goals each and every year is to make the pool as affordable as possible to our current members, while attracting new ones.

-Second, we are very excited to launch new payment options for this summer. We will now be capable of processing online applications using credit cards and/or PayPal accounts at www.springlakeswimming.com. There are still a couple of finishing touches to put on the new system, but it will be available within the next couple of weeks. Please check the website for updates, however, in the meantime please feel free to use the attached application to sign up.

-Third, as we do each year, we are looking at various ways to improve the pool experience. We are currently reviewing several different options to improve the pool grounds as well as make enhancements to the Snack Bar.

-Lastly, we need your help. Please think about your neighbors and friends who might be interested in joining the pool. Every new member helps and we think our current membership is the best way to find new members. The Board and I are also working on several additional ways to promote the pool and get the word out. Thank you in advance for your support.

Once again, we have a terrific Board made up of some veterans as well as newcomers.

Vince Furnari will be back yet again as our Social Director and continues to set the bar high. We can again expect this year's activities to include Adult Nights, Family Night Happy Hours, Noodle Nights, Movies, Free Guest Nights on Sundays, the 3-on-3 basketball league, the March Bull Roast and the May Fun Run. And something tells me that the Haunted Woods will be back again this Fall, even bigger and better than last year. Don't worry about forgetting any of these events. As current members know, Vince will email us frequently during the summer to say the least! Please also check our website for updates. The most current information will always be posted at the pool.

We are very fortunate to have Rudy and Shawn Hurley back again to lead our Springlake Piranhas. There is no shortage of social activities here as well. The team will continue to stress having a fun, positive experience while also providing competitive opportunities for our children. The Piranhas will be in Division 2 again due to another strong season in 2010. Swimmers will enjoy Pep Rallies, Hershey Park, Fun Friday's and more! Swimmers of all ages and abilities are welcome to join. It's a true family affair so please consider getting your child involved if you have not already. You will find this summer's Swim Meet Schedule posted on our website.

Jeff Will is back as our Grounds Director for 2011 as well. We have been reviewing the budget over the winter to determine what improvements we can make, while still taking care of the standard yearly maintenance. Jeff will need your help **for this year's Volunteer Clean-Up Weekend** this spring. Please stay tuned for the dates as we get closer.

Tony Pompa will once again be our Treasurer and will keep us all on task from a financial perspective. Tony handles our day to day finances while keeping long-term financial goals in mind. Tony has volunteered to help us out for a third consecutive year even though the normal term is two years. Please keep in mind that we will need to fill this position as well as several other board positions for next year's season. We need volunteers to lend a hand.

Our new Pool Board Members have all brought new excitement to our Board and include the following volunteers. Bob Maloney is our new VP and Operations Director. Bob has been reviewing ways to increase the efficiency and effectiveness of pool operations with an emphasis on pool safety. Pete Dunbar has joined the Pool Board as our Secretary to keep us organized and focused throughout the year. Keith Goode has taken over the Membership position. Keith has been instrumental in making our leap to online applications and payments.

The Board is happy to report that Shelia Voelker will return for her 12th year as Pool Manager. I'm sure she will do another great job of hiring and training our staff in addition to managing the pool. An experienced and trained staff allows for a safe and successful year which makes Springlake the best pool around. The Pool Rules that we have had in place for the last two seasons will be utilized again to maintain the safe and fun environment for all. You'll be asked to acknowledge that you have read and agreed to abide by our Rules when you submit your application.

Attached to this email you will find the membership applications for both New and Returning members. If you have any questions please contact Keith through our Contact Us link on the website. Thank you all for your efforts in helping to ensure a smooth membership process.

Regarding the 2011 dues, as I stated earlier in this letter, we are offering this year's membership at the same rates as last year. That's right - no increase again! Please try to take advantage of the early discount of \$25 if your membership is postmarked before April 7th.

I hope to see you all again this summer, in addition to many new faces at Springlake Club. I think you will agree that our pool has helped our community be the special place that it has become. It brings us all together and provides endless summer activities and entertainment. Let's have a terrific Summer 2011 at the Pool!

John Cirincione

President

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