

WOODCREST SWIM CLUB

Welcome to the Home of the White Sharks

3/15/2015 Annual WRA President's Letter

Greetings fellow members of the WRA community! There is so much news and I only have two sides of a page to tell you about it. (This note is included with the membership renewal invoice and will also be reprinted on-line.)

Over the last seven months, your board-of-trustees (and other volunteers including Bart Saidel, Susan Roomberg, and Andrew Peterson,) have worked to upgrade the WRA and provide the best summer “staycation” possible. Once again, the 90-day season at the WRA will cost less than a weekend at the Jersey Shore, provide many more hours of family fun, and with no traffic jams coming or going.

Coming Improvements: After eight years of austerity, the combination of our savings, dues, and Cherry Bowl earnings, enabled us to pay off the mortgage on the large pool last fall. (Queue trumpets, confetti, and general celebration!) While we kept the grounds beautiful during those lean years, we also amassed an “idea file” of more than \$350,000 of improvement ideas. For 2015, we are moving forward with 20 of those ideas costing a total of \$35,000. We think many of these 20 improvements will be immediately visible. (Annually, we intend to add ideas from our member surveys and choose another 10 to 20 items for that year’s improvements.)

Ranging from hundreds to thousands of dollars, the 20 items for 2015 will make our club an even more enjoyable place to spend the summer. Some coming improvements:

- ✚ budgets for children’s activities on Memorial Day and Labor Day.
- ✚ construction of a water feature for small children near the Baby Pool.
- ✚ resurfacing of the tennis courts adjoining the parking lot.
- ✚ construction of a “Ga Ga Court.”
- ✚ finally installing a volleyball net across the medium pool.

Organized Sports:

- ✚ Ladies adult softball returns.
- ✚ Our adult Volleyball teams are looking for another championship.
- ✚ For kids ages 5 to 19, the Swim and Dive teams will continue to provide summer activities.
- ✚ But there is also something new. . . We are leading the clubs in the Cherry Hill Association of Pools (CHAP) in the formation of a tween & teen volleyball league. (More information at www.FlyingTigersVolleyball.com.) With practices on Monday and Wednesday evenings, and tournaments on Thursday evenings, the volleyball league will not conflict with Swim team Saturday meets or Dive team Sunday meets. Please share this news with your tweens and teens! (We look at the Flying Tigers as both fun for our kids AND a tool to build membership. Please support this adventure!)

Club member and Attorney David Rapport is the first sponsor for our tween/teen volleyball team. If you own a business that needs promotion, **please sponsor the team** by contacting me at leon@roomberg.com or 609.238.4625. Also, if your home is on a busy street, please contact me to **host lawn signs** to help drive new membership this year! We are also looking for parents to help coach the volleyball team. **If you are interested in coaching**, please call Paul Armstrong at 856.429.1262 or email at pha-880@comcast.net.

More on Finances Our membership is half the size it was prior to the recession. Even so, we are still the largest club on the East side of Cherry Hill and we have gained many new members in each of the last four years. With the mortgage paid off, it is time for our now-smaller membership to fund future maintenance and improvements. At some point in the future, the day will come when the medium pool will need replacement and the diving platforms will need to be replaced as well. As a result, dues and fees for 2015 will increase between 1% and 2% over 2014 and the capital fund remains as part of the dues structure.

And More on Improvements: Before I forget, here are more 2015 improvements:

- ✚ We will be expanding our wireless internet to cover more of the property.
- ✚ We will be emptying much of our maintenance room to create a “game room.” We are looking for donations of a pool table, foosball, large screen TV, and anything else tweens and teens would enjoy. What is gathering dust in your basement that we could use?
- ✚ We are also investigating the construction of a fire-pit for cooler evenings when roasting marshmallows is a summer requirement.

Don't forget our survey! There is a membership satisfaction survey both posted online and also included with the renewal invoices. By filling out either, you will help focus the board on what is important to your family. To encourage you to fill out the survey, all surveys with a name noted will be entered into a drawing for a \$100 (20 visit) guest pass!

We have been waiting as long as eight years to make some of these improvements. I hope you are as excited as I am about them and the upcoming summer season. With your support, this will be our best summer yet. So start recruiting your friends and neighbors who you want to share your summers with. Now more than ever, Woodcrest is the place for your family in the summer.

Sincerely,

Leon Roomberg

Leon Roomberg, President

The Woodcrest Recreation Association

and the entirely volunteer Board of Trustees who work tirelessly for your family:

Paul Armstrong, John Doyle, Steve Merch, Frank Rossetti, Steve Rothberg, Lisa Saidel, Jerry Abrams, Antoinette "Toni" Chance, Greg Young, John Lass, and Jim Schrader.