

Northville Swim Club
2011 Annual President's Report
September 26, 2011

There are many ways for an organization to measure success. At the Northville Swim Club, we measure success first and foremost by the positive experiences of our members throughout the summer!

My first year as President has taught me that everyone has a different idea of what is important to him or her at the Northville Swim Club. For some, it is the swim team; for others, it is the temperature of the pool or the items sold at the Snack Shack. As a Board, our goal is to respond to every member in a timely fashion to make their Swim Club experiences the very best.

An area that is often overlooked is our staff. For many of these young people, it is their first experience at a job and they all did great and we appreciate their efforts. We introduced a new General Manager this year, Ron Gavel, who had to learn his job on the go. Needless to say, he was great in every aspect. Thank you, Ron!

The Northville Swim Club has been around for more than 40 years and during that time, there has been many different Board members and club members. Although the faces in the club have changed, it is my privilege, along with this current Board, to maintain the great Northville Swim Club traditions and make it a wonderful place for our members to enjoy!

Respectfully Submitted,

Chris Willerer
President, Northville Swim Club

**Northville Swim Club
Annual Meeting September 26, 2011
Vice President's Report**

Staffing

The staff for the 2011 season welcomed two new managers: General Manager, Ron Gavel, and long time employee, and jack of all trades, Paul Young. Tristan Nelson and Mike Scott returned as assistance managers.

Our staff this year was made up of 16 guards, 16 desk staff and 4 managers. Of the 16 guards, 11 were experienced and returned as guards. Of the 16 desk staff, 8 were experienced and returned as desk workers. 2 desk workers from last year qualified and moved into guard positions this year.

New Hiring Process

The staff hiring process was revised for the 2011 season. Returning staff as well as new applicants were required to complete an Employment Application posted on the website. Applications were due by January 20th and only those who completed the Employment Application by the deadline were considered for employment. Extra attention was placed on balancing college students vs. high school students to ensure coverage at the end of the season.

Customer Service Initiative

A major focus with the staff for the 2012 season was improving customer service. NSC President Chris Willerer and Vice President Nancy Zurawski shared customer service expectations at the Employee Orientation meeting in May including greeting members by name and offering to help and assist members without being asked. As part of this initiative, an Employee of the Week program was put in place to recognize those employees who were practicing good customer service and going above and beyond the call of duty. Each week the managers selected a desk worker or lifeguard as Employee of the Week. The employee's photo was posted on the clubhouse bulletin board and they were able to select a gift card of their choice for local merchants.

Flexible Scheduling

Flexible scheduling was used for the last few weeks of the swim club season to address the traditional shortage of employees that occurs at the end of each season as our college students head back to school and our high school student begin their fall sports seasons. Managers asked desk workers and lifeguards to submit days and time periods they were available to work during the last few weeks of the season. Managers used this information to fill in open spots in the schedule. In some cases, employees worked only two- or four-hour shifts, but the process worked well to ensure the club was staffed appropriately.

New Lost and Found Procedures

In an effort to reduce the clutter and look of the Lost and Found area, new shelving was purchased for the entry way and Lost and Found items were sorted every two weeks by desk workers for donation to a local charity. A note was posted a week before each sorting to encourage members to check the Lost and Found area for any missing items.

The Pool

Changes made in pool maintenance contributed to the overall success of pool's quality this year. The pool was brushed at the beginning of each day rather than when there was a break in the action. Managers tested the pool chemicals hourly and were able to make timely adjustments on an as needed basis.

In addition, Assistant Manager Paul Young worked over the summer to put his extensive knowledge of NSC pool maintenance and operations into a handbook that can be used by managers and staff over the coming years to ensure the pools are always in good operating condition.

The Club had the baby pool resurfaced.

Review of Vice President Duties

As she completes her three-year term on the NSC Board including two years as Vice President, Nancy Zurawski has offered to do a review of the Vice President's duties with the goal of identifying tasks done by the VP that could possibly be done by other board members as well as creating a personnel manual for the club.

2011 Annual Report: Aquatics 2

Child Group Swim Lessons:

- Group swim lessons levels 1 through 7 were offered to children in four sessions. At each session, there were two offerings of each level except levels 6 and 7 where only one class per session was required.
- Lessons were scheduled Monday - Friday from 10:15 - 11:55 AM in two week blocks for 8 consecutive weeks beginning Monday June 20 and ending Friday August 12, 2011.
- Registration opened the Monday before the lessons began and was handled primarily by the desk staff. Parents and staff helped determine the appropriate level to register their child based on the swim level descriptions. Swimmers were moved into more appropriate lessons if room permitted. Payment was due at time of registration.
- During Session 1 and 2, lessons were limited to members. During Sessions 3 and 4, lessons were also open to wait list families however, wait list family registration was delayed until the Wednesday of registration week.
- Cost of lessons was \$20/2 weeks of lessons for members and \$30/2 weeks of lessons for wait list families.
- Paul Young supervised lessons for the first three sessions and Stacia Gulkewicz for the last session including overseeing the completion of required paperwork, instructor evaluations, and parent evaluations. They also provided two swim instructor in service classes for NSC swim instructors the two Sundays before lessons began.
- NSC staff provided instruction, lifeguarding, and front desk support coverage during lessons.

Session 1: 71 (members only)

Session 2: 70 (members only)

Session 3: 108 (incl. 41 wait list)

Session 4: 95 (incl. 50 wait list)

Total: 344 students

Child/Adult Private Lessons:

- Private swim lessons were provided by our swim instructor staff for \$15/30 minutes, payable directly to the instructors. Registration was handled by the parents and the requested swim instructor directly.

Diving Lessons:

- Kevin Courtney and Will Price provided four sessions of group diving lessons that coincided with the swim lesson session weeks. The lessons were held on Tuesday and Thursday from 12 - 1 PM in the diving well. Sessions 1 and 2 were for members only, Sessions 3 and 4 included wait list families as well. The cost was \$20/session for members and \$30/session for wait list families payable directly to the swim instructors. Class sizes were about 5 students per class.

Adult Lap Swim:

- Adult Lap Swim was provided Monday, Wednesday and Friday each week from 6:00 - 7:15 AM beginning June 20 and extended through August 12 this year. This was a "drop in and swim" session with lifeguarding provided by the NSC staff. Due to the warm weather, adult lap swim was well attended with each day averaging about 6-8 adults in attendance.

Deep Water Aerobics or Deep Water Walking:

- Water aerobics was offered this summer as a self directed program on a drop in basis on Monday, Wednesday, and Friday mornings from 9:00 -10:00 A.M. Hope to have a formal instructor for deep water aerobics for the 2012 season.

NSC Kids Duathlon:

- A Kids Duathlon (swim/run) event was planned for August 21, 2011. However, due to small number of kids signed up the event was cancelled. Will try to plan for 2012 since feedback was good but date was not convenient.

Respectfully submitted,

Gail Mroz, Aquatics 2

September 26, 2011

**Northville Swim Club
Swim Team 2011
Annual Report**

The Northville Swim Club Swim Team had a great 2011 swim season. We started our summer with three new coaches from very different backgrounds, and despite some growing pains, they worked together to achieve their goal of making the team and the swimmers better while maintaining the fun and festivity of a summer swim club team. The team won one dual meet and placed third at the League Meet, which is an improvement from the previous few years. And Head Coach Dave Rembiesa has already given swimmers a new goal for next year.

Our roster this year included 191 swimmers, which is slightly smaller than the 2010 season. However, we had over 100, 10-and-under swimmers and less than 10 open swimmers. We also had over 50 in the 11-12 age group, which is a large increase from two years ago when the team didn't have enough in this age group to fill the events.

The coaching staff, David Rembiesa (head coach), Stacia Gulkawicz, and Nora Naughton each brought their own strengths to the team, have a love for the sport and enjoy working with kids of all ages. They have all expressed an interest in returning next year.

Meet absences and volunteering continue to be a struggle for our team and should be evaluated for the next season.

It was a pleasure to work with the team members, coaches, and families. I look forward to many enjoyable years as a swim team parent and Northville Swim Club swim team supporter.

Respectfully Submitted,
Mary Jensen
Northville Swim Club
Aquatics 1

September 26, 2011

Northville Swim Club 2011 Annual Report - Social

We hosted 7 Coney Nights with beautiful weather and all were well attended. We served hot dogs (coney), hamburgers, chicken fajitas, salad, chips, chips & rootbeer floats. We had musical entertainment for 6 of the nights. We introduced the "Coney Cards" at the end of the season to help eliminate long lines of people waiting for change. The Snack Shack introduced some new food items and changed a few of the drinks offered. The Slim Jims, frozen mini White Castle cheeseburgers & mini Tyson Chicken burgers were a hit! We tried going healthy with trail mix, but it did not sell well. We dropped the Fruit By The Foot and added M&M's and Skittles. The M&M's did ok, and the Skittles were a big seller.

We dropped the Nestea and added Arnold Palmer...huge, hit!! We dropped Diet Dr. Pepper & Vault and replaced with Sprite Zero & Mountain Dew. Both did well. The only change to ice cream we made was replacing the M&M cookie sandwich with a chocolate chip cookie sandwich. We also dropped the Italian Ice. We continued to sell the SS Convenience Card. There were problems with the big freezer twice during the summer due to the extreme heat. We had the freezer looked at and it was determined that it was working properly. Due to the extreme heat and being opened frequently the freezer was not able to keep the ice cream frozen. We added a fan to both the freezer and the Breeze Freeze machine to help cool down the machines.

We changed vendors to GFS. Good comments were made about the chili for the coney as well as the fresh burgers. We also shopped at Sam's Club, Bed Bath & Beyond, Meijer's, & Hiller's. Drinks were supplied by Candyland and Breeze Freeze.

Thanks to all who volunteered at the Coney Nights and bought snacks at the Snack Shack.

Dawn Carson / Social

**Northville Swim Club
Annual Meeting September 26, 2011
Social Report**

Teen Night

Two events were held this year (June 22 and August 16 , 7-10pm). We charged \$7 per teen (members and nonmembers) to off set the cost of pizza, drinks, snacks and a DJ. Over 100 Northville teens attended each event. Non-members were invited to attend these events making it a great community activity for our teens. More nonmembers than members were in attendance each evening. Advertising in the Northville Record helped increase attendance. 6-8 club members earned guest passes by chaperoning the events.

4th of July Party

This fun family event was on Monday, July 4 from 1-3. The time was changed this year to allow people time to get organized after the parade before heading to the club. This event included games and prizes for the kids. The highlights of the day as always include the money toss, watermelon race, and balloon toss. This year a bounce house was also rented. No entry fee is charged for this event. It does require additional employees on staff that day to run the games.

Kids Day

Approximately 130 kids attended this year. The event was held from 1-3pm. A \$5 admission charge is used to help pay expenses which include pizza, salad and drinks for lunch as well as extra staffing fees for the skit and games. Adults who wanted lunch were charged \$3. Presale tickets were available which helped to alleviate a rush at the door when the event starts. Games similar to 4th of July are a hit, but the highlight of the day is always the splash show and skit put on by staff members. This years Harry Potter skit was especially good.

Movie Night

This new event replaces the family picnic held in past years which has struggled with attendance. While the weather didn't cooperate for the night it was planned, many enjoyed Finding Nemo and popcorn under the stars on the rain date. A high quality projector was rented and a movie screen was purchased to make this event a success. As the word spreads on this nice family evening at the club, attendance will increase. Next year it is recommended that 2 movie nights be scheduled.

MANY THANKS to all the volunteers who helped make these events so successful. We couldn't have done it without all of you.

Respectfully submitted,
Amy Knoth

Membership Chair Annual Report September 26, 2011

Membership

Currently the Northville Swim Club has:

- 331 regular members
- 163 senior members
- 42 members resigned
- 30 members become senior members
- 55 new families joined this year

There were about 125 families who either received a mailed or phone invitation to become members of the swim club this season. Of those invited, 8 accepted from prior year deferral, and 23 deferred to 2012. We collected \$1,290 from each new family (\$650 for their Bond, \$250 for their Initiation Fee and \$390 for their annual dues.

Orientation

The new member orientation was held May 22nd.

Waitlist

Sixty-eight new families applied for membership this season (since 9-1-2010), which currently puts the waitlist at 259 (as of 8-3-11) families. Of the 259 families, 37 are deferrals from the 2011 season.

NSC Buildings & Grounds Annual Report

September 26, 2011

Work Days

We enjoyed excellent member turnout for both spring and fall work days. Members volunteering are the foundation for an enjoyable summer at the club.

Improvements:

The front landscaping was redone, sand was added to the volleyball court, a new automatic pool vacuum was purchased, kiddie pool was re-marcited, parking lot was graded, new chairs and loungers were purchased, a new shed for the pool covers and other items was purchased and a new ice machine was purchased for the snack shack.

Major Events

- Our only down day was the dive well due to an overzealous inspector and a lapse in staff responsibilities

Future Renovation/Projects to Consider

- Front office remodel.
- Better sand for volleyball court and play area
- Dive stands – platform replacement
- Roof replacement
- Concrete sealing/caulking for pool deck
- Piping repair for dive well
- Piping system rebuild in pump room
- Tile bed rebuild in kiddie pool
- Landscape work near cabana
- Change purification system to a salt water system

**Northville Swim Club
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Communications Report**

Website

Buildyoursite.com hosts the club's web site. We continue to purchase an additional package of anti-spam protection for our mail boxes which continued to be spammed. This remains a very affordable and easy way to host and maintain the club's site.

www.northvilleswimclub.com as well as www.nortvhilleswimclub.org (as a back-up) are held in accounts under Jennie Patterson's name with GoDaddy and renew again in January 2011. Notification of these renewals will be sent to Jennie's personal email – marleybeach@hotmail.com.

In May, prior to club opening, the website was updated with this year's content and schedule for the season. Regular updates were made to the Home Page throughout the summer to reflect the most recent upcoming events. We often used the Home Page as well as the mass email to communicate with members the status of the club closings due to power or pool mechanical failures.

As of the date of this report, the Home Page has been revised to reflect the 2011 season is over and the Annual Meeting is being held on the 26th of September. Most of the seasonal content such as swim lesson description, swim team info, swim meet results, etc. remains so that people interested in the club can get an idea of what programs we offer in the summer.

The swim club rules were updated at the beginning of the season and posted to the website.

Web Site Stats

The highest number of visits to the web site for July 2011 was approximately 3639. This was a 144 hit increase from the highest month of the previous year, July 2010, when we had additional visitors due to the posting of the League Meet page accessed by other club members. The fact that we had an increase shows the growing use of the club's website. A complete listing of web site statistics can be provided by Communications Chair.

Check-In System/Computer

Prior to the season opening, all members were given their initial 30 guest passes by running a stored script on the database. Members who earned guest passes at the end of last season or at the spring work day were given free guest passes by manually crediting their account based on the number of hours they worked.

Photos for all new members who attended new member orientation were taken. Like last year, the Membership Chairman wrote the names of the new members with their number in large letters on their bond envelopes. The new members held these envelopes in their photos so you could see their name and number in the photo. This made it much easier to identify the family photos and store them in the database.

At the time of this report, photos of the new members mentioned above are currently being loaded in the new web based system, esoftplanner who the club began migrating to this year and will go live using the software for the 2012 season next year. This is a web-based application that we pay approximately \$35 per month for a 6 month contract March to September. It is very robust club management software that specializes in targeting swim clubs offering member check-in features as well a point of sale system for tracking guest passes. The vendor performs all of the maintenance and back-ups of the software and NSC data. This is a very affordable way to maintain a check-in system that will also provide our members web access to update and access club information.

Jennie Patterson, the Communications Chair and Rebecca Fielden, the Membership Chair participated in several conference calls over the winter with the software vendor as well as representatives from Colony Swim Club who are also going live with the software for check-in and club management in their 2012 season.

In August, once all of our members were loaded in the new system, Jennie trained the deskie staff on how to use the new check in system. They frequently used the new system to check members in along with our current desktop system. They found the software very easy to use. We also spent some time on how to purchase and track guest passes which the staff identified as having extra steps and bit more cumbersome than the current system. Jennie will be working with the vendor over the winter to streamline this process however, it is likely to require additional steps. While this is not ideal, the new system will offer us many benefits in terms of reporting and tracking. The system also offers a full point of sale system that can be used for tracking ticket sales at social events, spirit wear as well as snack shack, swim team and swim meet sales. There is also a feature that offers online registration and payment for dues and swim lessons and swim team.

For the 2012 season, our main goal will be to use the esoftplanner system to replace our current desktop system – to track in membership data, photos, check-in and guest passes. While we do not have to pay for the system during the winter months from October –February, we can still access the system. In January, each NSC member will be emailed a login and password with instructions on how to access the system. We will be asking all members to access the system to update their data as well as upload a new photo prior to the club opening. Since most of the

photos in the current system were at least 5 years old, we will not be transferring any of the photos to the new system. The only exception to this will be the new members for 2011 who attended new member orientation and had a family photo taken at that time.

While the software contract runs from March – September, we are still allowed access to the system in the fall/winter/spring months. Members will be strongly encouraged to update their information prior to the club opening in May. Members who do not have up to date information when checking in for the 2012 season will be politely encouraged to update their information during their first visit to the club. Deskies will be asked to assist with these members during quiet times at the club. Part of the objective of this software transition is to update the photos we have on file for all members. Unlike the old system, individual photos of family members can now be loaded. This should help increase with members complying since it was sometimes difficult for a family to find an up to date photo of the “whole” family together in one photo.

Newsletters

2 newsletters were published: February and May.

All newsletters sent this summer were emailed to the almost 500 member email accounts we have for the club in our Constant Contact database. In order to facilitate mailing of the newsletters and other club announcements, we have an account with an online emailing tool called Constant Contact. We pay a monthly fee of \$27 throughout the year for the use of this tool that stores our addresses and tracks our mailings. This contract renews in April every year and notification is sent to Jennie Patterson’s personal email.

According to this tool, we have an impressive and encouraging open rate average of approximately 50%. After the newsletters are sent, they are posted in a PDF file on the Newsletter page of the website.

Constant Contact was also used throughout the season to update members on club closing, events and work days. We eliminated the printing expense and mailing cost to send hard copy mailings since we have found using email to be very effective.

Respectfully submitted by Jennie Patterson

Treasurer's report available to members only by request.