

# Victoria Anders



Hello, my name is Victoria Anders, and I wish to be considered as a candidate for election to the WRRRA Board of Directors at the upcoming annual meeting.

I have been rowing with WRRRA since 2011, and have participated in nearly all of the programs that WRRRA offers, including SRL, Intermediate (formerly known as Rec), General Sculling, and Masters Competitive programs. I have served as co-captain of the Women's Masters Competitive team for two years, and have been involved in many other aspects of WRRRA, including volunteering for Learn to Rows, SRL regattas, and many other club activities. For the past three years, I have also served as the Director of Equipment and Director of Merchandise on the WRRRA Board.

As Director of Equipment, I have been responsible for managing and maintaining all of WRRRA's equipment, including creating and managing the equipment budget, overseeing a dedicated team of volunteers who are committed to the care and maintenance of the club's equipment, and coordinating the buying and selling of new and used equipment. As Director of Equipment, I created and implemented a plan for turning over or replacing equipment that has resulted in a substantial upgrade to our fleet. Over the past three years, we have added three (brand new!) SRL 8+s, two 8+s, four 4+s, one quad, and one single to our fleet, plus 32 oars -- an investment totalling more than \$220,000 across all programs.

As Director of Merchandise, I have been responsible for increasing the visibility of WRRRA by designing, procuring, and selling apparel and accessories to raise awareness of rowing in Cleveland and promote WRRRA. During my tenure, I oversaw a 300% increase in gross sales, achieved a 38% gross profit margin, and opened an online merchandise store using Square, which allowed us to accept credit cards for the first time.

Outside of the boathouse, I work at an advertising and marketing consulting agency as the Marketing Manager and Designer for national and international campaigns.

I would love to have this opportunity to continue the forward progress of WRRRA and further contribute to the development of adult rowing in Cleveland.

# Janet Clark



## Background/Experience:

I moved to Cleveland with my family in 2001, and joined WRRRA in 2002. I rowed with SRL for two years, then moved into the Rec Program for a year, before joining the Masters Program in 2005. I continue to row competitively with the Masters Program, and also scull in a double with my husband. I served for three years on the inaugural WRRRA Board of Directors (2006 – 2009), as well as the “unofficial” head of the Volunteers Committee for about 6 years in the old Boathouse - organizing work parties for boatyard clean-up during the rowing season, and boat maintenance off season. I was also on the WRRRA Masters Committee for three years, and Sweeps

Committee for three years.

## Platform:

I firmly believe that a strong WRRRA volunteer program is the key to a successful organization. Those who volunteer learn more about their sport, have a vested interest in its success, take ownership of the care and maintenance of equipment, as well as feeling socially more integrated.

Together we are so much stronger as a group, dedicated to the same cause; that is, success and growth of our sport and visibility of our organization in the community.

# James Hailey



James has been with WRRRA for 5 years rowing with SRL. He graduated from John Carroll University with a BS in Finance followed by an MBA. James has extensive experience including (but not limited to) director of operations for a school, Chief Financial Officer for a large church community, service line leader for Human Arc, and a financial advisor. His responsibilities included establishing and following budgeting process, developing systems to improve metrics/revenue and soliciting alternate funding sources for non-profit organizations. He is familiar with the budgeting process and the Quick Books program that WRRRA uses for budgeting and documenting income/expenses.

James would like to help WRRRA diversify income sources lessening its dependence on members and SRL sponsorships. James would also like to:

1. Create a reporting format so the board to easily understand financial information and incorporate that information into better decision making and policy formation
2. Review the cost basis for existing program fees and ensure equitable cost sharing across programs
3. Create and investment policy that will help WRRRA maximize returns on savings

# Sam Liberman



I would like to be considered as a candidate for election to the Western Reserve Rowing Association Board of Directors at the upcoming annual meeting.

I have been a member of the WRRRA for five years, and I have participated in almost all of the programs offered by the club. I have spent two years in the Summer Rowing League (go 32N & 20X), and one year in Recreational Rowing. I have completed the Learn to Scull program, attended the Florida Rowing Center (to improve my sculling), and obtained my independent sculler certification (many thanks to all who mentored me through that process). I am now completing my third year of Masters Rowing.

Also, I have been a part of some of the off-water aspects of the WRRRA. I have volunteered for many club activities, served on the Sculling and Equipment Committees, and I have helped scullers working toward independent sculler status.

Outside of the rowing world, I work at the NASA Glenn Research Center as Software Development Technical Lead.

As a member of the Board, I would like the opportunity to help build the future of the club as it continues to create an environment that fosters positive rowing experiences.

Thank you for considering me as a candidate for the Board of the Western Reserve Rowing Association.

Sam

# Mark Silverstein



Hi! My name is Mark Silverstein and I am asking for your vote and support. While I have been active as a member of the WRRRA in capacities ranging from SRL rower to SRL coach, to Executive Director of the Cleveland Rowing Foundation to a sculler over the last twenty years, it is not for my experience that I ask you to vote for me.

Rather it is for a vision for the future. For what our club should be like and what our club should be doing for Cleveland, our members, and all potential rowers. I recently asked the Captains of the SRL for their input

and feedback about their experiences during the 2016 season. I heard from 12 Captains by email and 1 over the phone. That's a response rate of over 30% of the Captains, a pretty fair representation. For the most part they wanted me to keep their identities secret and I am certainly going to honor their requests. I am happy to share their responses and some of my solutions with you, just email me at [Mark.Silverstein@yahoo.com](mailto:Mark.Silverstein@yahoo.com). Let me warn you however, some of their comments are quite revealing and visceral.

As you know our board is made up of a group of hardworking volunteers who also happen to have full-time jobs, families, and try to get on the water every now and then. I know that they put in long hours for the club and their efforts are appreciated, but this year two directors resigned. And we all should wonder why?

Many of the areas that need improvement from establishing a comprehensive coaching program that would include recruitment, training, testing, certification, and continuing education to a true community outreach program encompassing the underserved, minorities, and those with physical challenges can not be solved by one or two directors with only a few hours to spare a month in their busy lives. That's not a knock on them, it's just the truth. And we're not even talking about what it takes to form a corporate league. Maybe this is just too much for our club under the current structure. But I can assure you that if we don't do these things another boathouse will.

For the viability of the club, I would propose that we either expand the job of Club Manager, now a \$34,000 part time job, or eliminate that position and create a full time Executive Director. That person would not only oversee the Summer Rowing League, but would also work on Community outreach programs, development in cooperation with CRF and the safety committee of a coaching and coxswain mentoring and training program, and supervise all programs. The board would then serve in an oversight capacity. Certainly there are functions that board members could take an active role in, but for the most part, like most boards they would direct, approve, and oversee the ED.

I believe that we have to be aggressive and proactive to increase, retain, and expand our programs while at the same time creating an environment at the boathouse that is welcoming and friendly. Our clubs success starts at the SRL, especially the novice year, and percolates up to our Masters programs. We have already seen the impact of what a drop-off of the Fall Rec. League can mean for us and CRF. If we don't succeed, CRF loses. Then it follows that all fees will have to increase, and that is something no one wants to see!

We have to change the vibe of the boathouse and create an environment and culture that invites everyone to sweep and scull rather than throw up road blocks. So I'm all for an easy guest rower policy that allows members to try sculling once or twice, or row in a rec. boat and see what it's like to row with more experienced rowers.

If you agree, then please cast a vote for me.

Thank you,

Mark