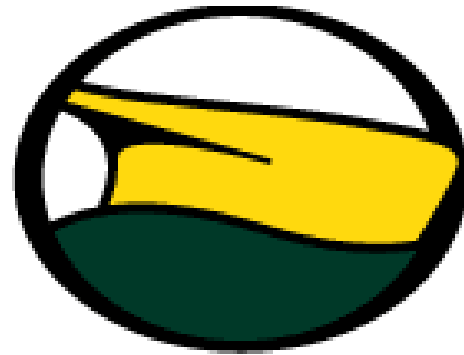


# 2022 Annual General Meeting



MENDOTA ROWING CLUB  
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# Agenda

- Financial Recap 2022
- Fundraising
- Volunteering
- Equipment Update
- Programming
  - Adult
  - Youth
- Adult Learn to Row
- STEM to Stern
- Board of Directors Election
- Awards and Recognition



# Current MRC Board of Directors

Julie Lanear, President (Term Expires 2024)

Andy Kellen, Secretary (Term Expires 2024)

Todd Thompson, Treasurer (Term Expires 2023)

Leila Midelfort (Term Expires 2023)

Ryan Myers (Term Expires 2023)

Laura Scandurra (Term Expires 2025)

Sara Daum (Term Expires 2025)

Rosa Rhoden (Term Expires 2025)



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# MENDOTA ROWING CLUB TREASURER'S REPORT



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2022

Total Operating Expenses \$99,126

- *Boathouse rent*
- *Utilities*
- *Coaches*
- *Equipment purchases*
- *Equipment maintenance*



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2022

Total Operating Expenses \$99,126

Total Dues Income — \$55,596

---

\$43,530



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- 50 Year Club History of Fundraising and Volunteering!

- 2022 Donations/  
Fundraising

\$34,411

- 2022 Deficit

\$9,119



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# *2023 Fundraising Campaign Ready All Row!*

MRC Fundraising Committee



# Meet Your Fundraising Committee Members



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***Andrew Keller***

***Amy Wencel***

***Serenity Voss***

***Katie Viet***

***Heather Swan***

***Laura Scandurra***

**\$30,000**



# Why fundraise?



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- ❖ New equipment
- ❖ Repairs/maintenance
- ❖ Offset costs for regatta entries
- ❖ Team uniforms
- ❖ Scholarships for junior rowers
- ❖ Offset club's expenses and operating costs



# An evolving fundraising strategy



**Goal: \$30K**

**Strategy:**

- **Don't mess with what's working**
- **Prioritize low hanging fruit:**
  - **Corporate team building program**
  - **Concessions**
  - **Rent-A-Rower**
  - **Outreach to potential donors**
- **Cultivate business sponsors**
- **Develop a signature annual (*peer-to-peer*) fundraising event**



# Don't mess with what's working...



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## 2023 Targets

|                               |                       |
|-------------------------------|-----------------------|
| □ <b>Masters Learn to Row</b> | <b>\$8,500</b>        |
| □ <b>Juniors Learn to Row</b> | <b>\$8,500</b>        |
| □ <b>Madison Marathon</b>     | <b>\$525</b>          |
| □ <b>Collectivo Coffee</b>    | <b><u>\$1,500</u></b> |
|                               | <b>\$19,025</b>       |

# Fundraising Goals



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**GOAL 1:** Strengthen Rent-A-Rower (*Amy*), corporate team building & outreach to individual donors (*Serenity*), concessions at games and concerts (*Laura*), *find an alternative to AmazonSmile (Laura)*

**GOAL 2:** Cultivate corporate sponsorships (*Andrew*)

**GOAL 3:** Obtain grants including funding for scholarships (*Laura*)

**GOAL 4:** Conduct at least one peer-to-peer fundraising event (*Committee*) and club social event



# Fundraising Activity Categories



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| Activity  | Goal            | Lead          | Club Volunteer Hours                                | Date            |
|---|-----------------|---------------|---|-----------------|
| Rent-A-Rower  | \$2,000         | Amy           | 130 volunteer hours                                 | Ongoing         |
| Corporate Rowing/Team Building  | \$2,000         | Serenity      | 20 volunteer hours                                  | May - September |
| Concessions   | \$7,000         | Laura         | 400 volunteer hours                                 | May - November  |
| Donations (monthly giving campaign)   | \$5,000         | Serenity      | None  | Ongoing         |
| Boat Naming   | \$1,500         |               | None  | TBD             |
| Grants  | \$2,000         | Laura/Heather | Grant writing support needed                        | Ongoing         |
| Corporate Sponsorships  | \$5,000         | Andrew        | None  | Ongoing         |
| Peer-to-Peer Fundraising Event (Row the Lake, Biathlon, Ergathon, Matching Grant Day etc) | \$5,000         |               | 25 people to raise \$200 each; social media support | TBD             |
| Social Event/Biergarten   | \$500           | Laura/Amy     |   | TBD             |
| Total   | <b>\$30,000</b> |               | <b>550 hours</b>                                    |                 |





## Amici's Canoe Heads for Kids presented by Canadian Tire Leaside is back!

Join us on Toronto's Waterfront for an epic urban canoe trip! Or participate from anywhere by becoming a virtual Canoe Head!

Saturday May 27, 2023 | In Person or Virtual!

### Register

Click Register Now to join us on May 27, 2023 and start your fundraising journey!

[Register Now](#)

### Donate

Click Donate Now to make a donation to a Canoe Head or Canoe Heads team!

[Donate Now](#)

LEASIDE

Our Sponsors



## Corporate Teams

We are thrilled to be offering the option for virtual corporate teams and corporate volunteer opportunities in 2023! Corporate teams are a great option for groups looking to get outside and get active while giving back to their community and sending more children to camp!

[Learn More](#)

# Next steps



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1. Members sign up for volunteer activities, including fundraising, thru the member portal.
2. Create a calendar of fundraising events with a focus on fun activities and/or those that net at least minimum wage or more per volunteer hour
  - *Shania Twain Concert – May 16 (10 volunteers needed)*
  - *Bratfest – Memorial Day Weekend (10 volunteers needed)*
  - *UW football games (between 4 and 10 volunteers needed per game)*
3. Streamline the process for volunteers to sign up for events
4. Update website regarding fundraising opportunities (*ie scholarships, corporate partnerships, monthly giving options etc.*)
5. Keep members updated of our progress toward our fundraising goal



# One final thought...



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- ❖ Membership participation is critical to fundraising success
- ❖ With 88 members, approximately 40% of the required volunteer hours would need to be spent on fundraising to meet our target
- ❖ Approximately half of our members used the buy-out option as they did not meet their volunteer goals for 2022





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*Thank you! We welcome any ideas  
and feedback.*



# Volunteering



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# Volunteer Requirements for Members

- Full Year Members – 15 hours / year
- Monthly Members – 2 hours / month up to 15 hrs/yr

Why do we require volunteer hours?

- Club operation
- Fundraising to help meet our operational expenses



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# Volunteer Hours Buyout Option

All members will be required to log their hours in our online tracking system

You can buyout your time for \$25/hr or a max of \$250/year

At the end of the year, members who have volunteered less than 15 hours will be invoiced at a rate of \$25/hr



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# Where we are Tracking Volunteer Hours

Volunteer Hour Tracking <https://mendotarowingclub.com/Volunteer-Hours>



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HOME ABOUT • PROGRAMS • RESOURCES • DONATE MEMBERS •

[Home](#) » [Members](#) » [Log Volunteer Hours](#)

[Enter Your Volunteer Hours](#) - May 2022-April 2023

[View Your Total Volunteer Hours](#) for May 2022 - April 2023

[Volunteer Hour Summary](#) (as of 5/15/2022)

## Tracking Volunteer Hours

Because Mendota Rowing Club is a member-run organization, we require all members to commit to a certain amount of volunteer hours each year for our club. The volunteer work that we do together helps keep our expenses down and membership dues low. It also builds community and friendships.

## FAQs

### Q: Why am I required to track my volunteer hours?

1. Tracking hours give us a better sense of how much work is required for the many tasks that are needed to run the club.
2. Having a record of volunteer hours is helpful when we write grants.
3. To ensure tasks are shared evenly across the community of rowers.



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# How Can You Help?

- Club Treasurer / BOD member
- Learn to Row Coordinator
- Learn to Row Instructor and/or assistant
- Assist with NLTR day, Open houses
- Volunteer around the boathouse
  - Spring and Fall workdays
  - Equipment maintenance
  - Dock and Launch maintenance
- Volunteer at fundraising events
  - Concessions
  - Madison Marathon
  - Coffee Sales
  - Rent-a-rower



# 2023 Membership Rates

- Annual Membership Renewal begins 4/1/23

| Membership Type     | Rate *   |
|---------------------|----------|
| Annual Adult        | \$900    |
| Annual Student      | \$525    |
| Monthly Adult       | \$175    |
| Monthly Student     | \$125    |
| Independent Sculler | \$500    |
| Novice Monthly      | \$150    |
| Winter Only         | \$250    |
| Junior – HS         | \$200/mo |
| Middle School       | \$150/mo |

- Membership rates do not include any regatta fees
- Financial Assistance request is available on our website
- Electronic payment only starting this year; 3% service fee
- Automatic renewal of monthly memberships





# Member Profiles - Volunteer Interest and Safety Information Updates

## Volunteer Categories

### I. Fundraising

- Concessions (UW Football, Breeze Field, Concerts)
- Rent-A-Rower
- Madison Marathon
- Collectivo Coffee
- Peer-to-Peer event organization
- Team Building
- Grant Writing

### II. Learn to Row Instruction

- Lead Adult Learn to Row Instructor
- Assistant Adult Learn to Row Instructor

### III. Facilities and Maintenance / Boathouse Upkeep

- Volunteer Coordinator
- Gardening (2 times/month)
- Get Gasoline for Launches
- Take out trash (weekly)
- Wash Towels (2 times/month)
- Organizing oars (2 times/month)
- Megaphones, Walkie Talkies, Cox boxes
- Manage Spring/Fall Boathouse Cleaning

### IV. Advanced Maintenance

- Boathouse Maintenance/Construction
- Dock Maintenance
- Launch Maintenance
- Rowing Shell Repair
- Erg maintenance

### V. STEM to Stern

- Facilitation/chaperones
- Community Outreach
- Transportation

### VI. External Events and Social Media

- Marketing (Poster/Graphic Design, T-Shirt design, advertising)
- Website Admin
- Social media and outreach
- National Learn to Row Day Volunteer lead
- Photographer
- Social Event Planner
- First Contact/General Inquiries



# Spring 2023 MRC Equipment Report



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# What is new around the boathouse?

## *A fond farewell to:*

Wood handled oars

## *And Hello to:*

New Hudson Midweight 2X/2-

8 new C2 sweep oars

New (adjustable) shoes

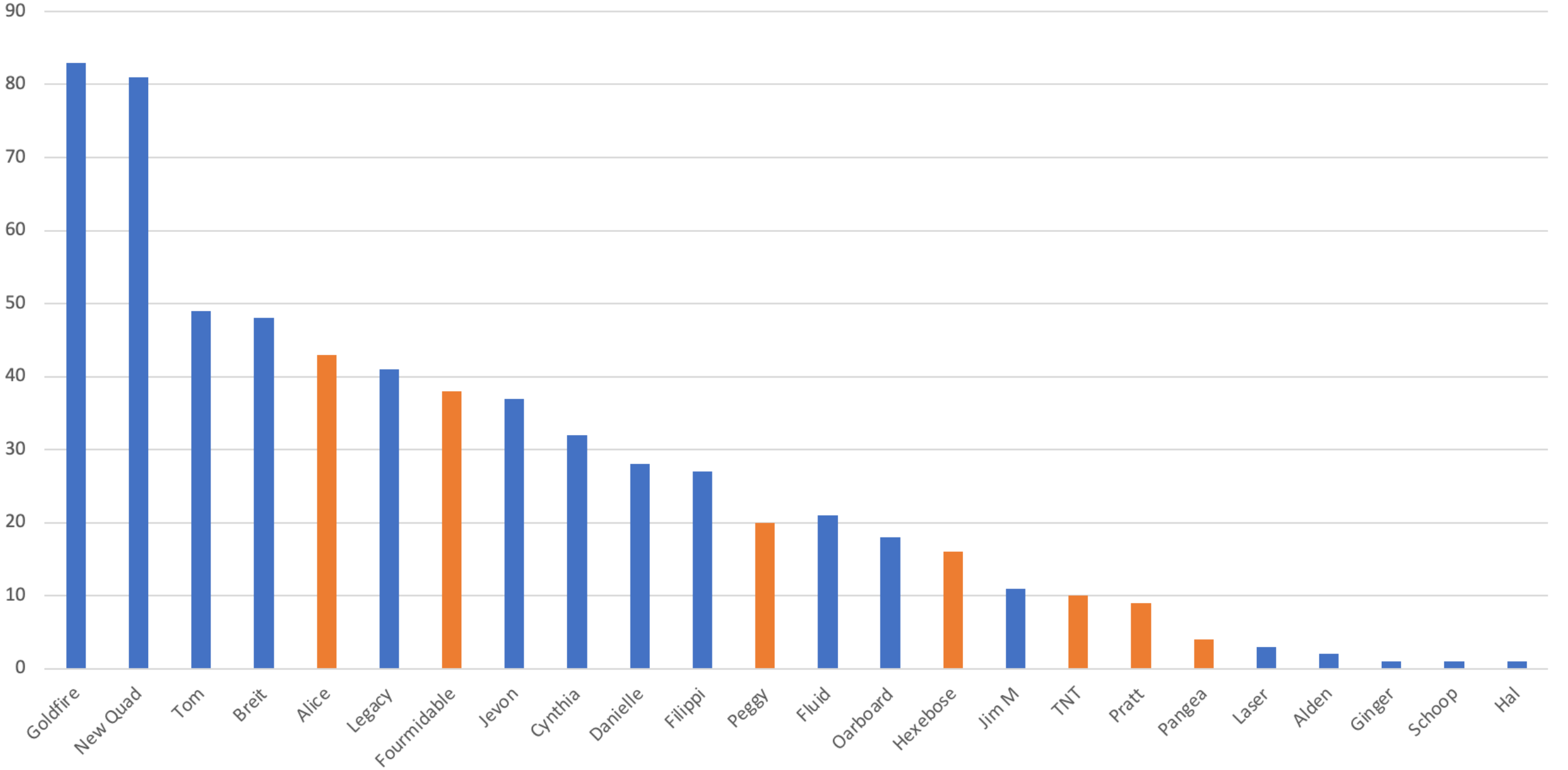
Two new pair of waders

Tools and equipment for regattas

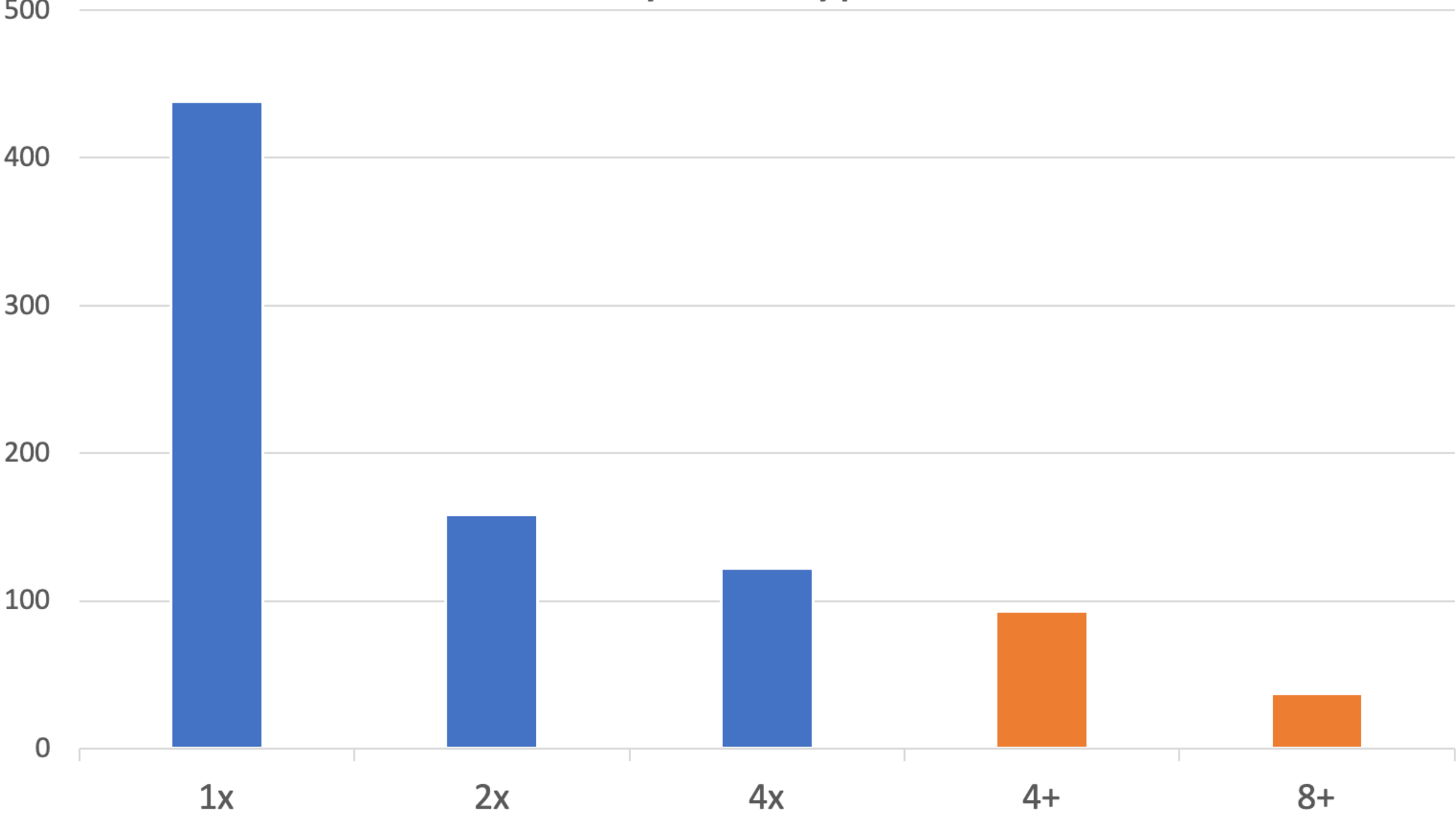


Number of Times on the water in 2022

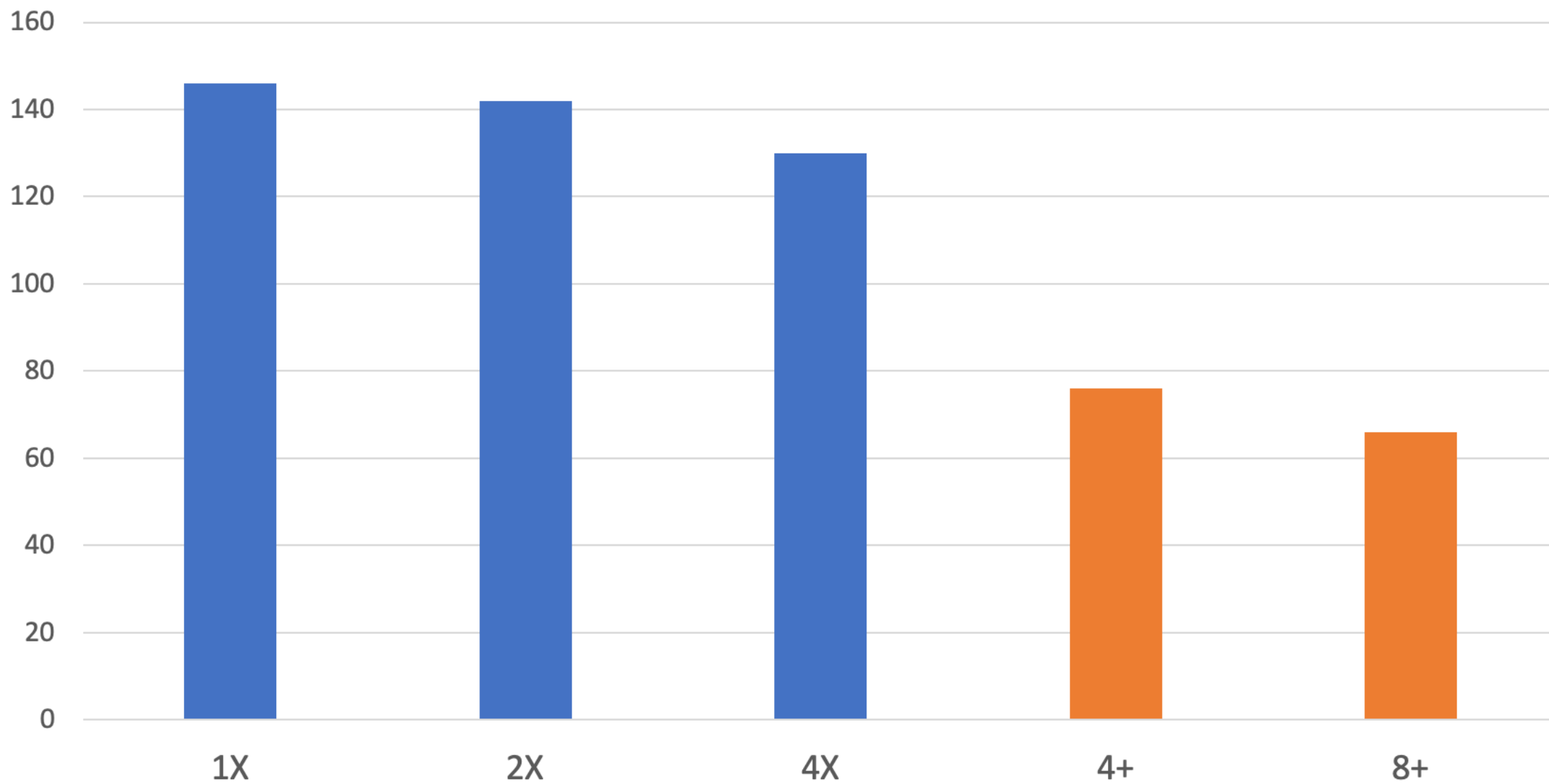
Total of 624 rows



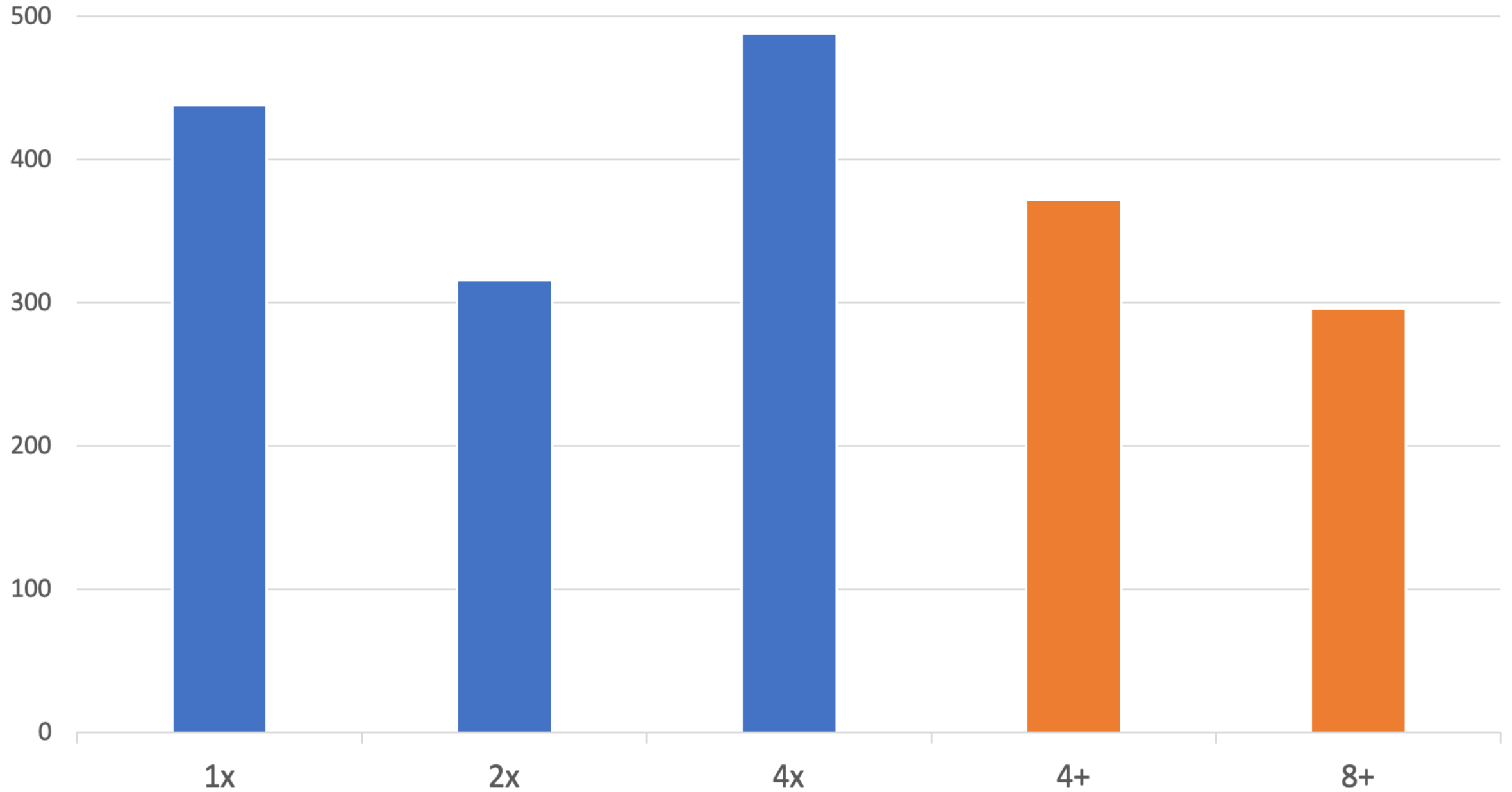
# 2021 Boat Usage by Boat Type



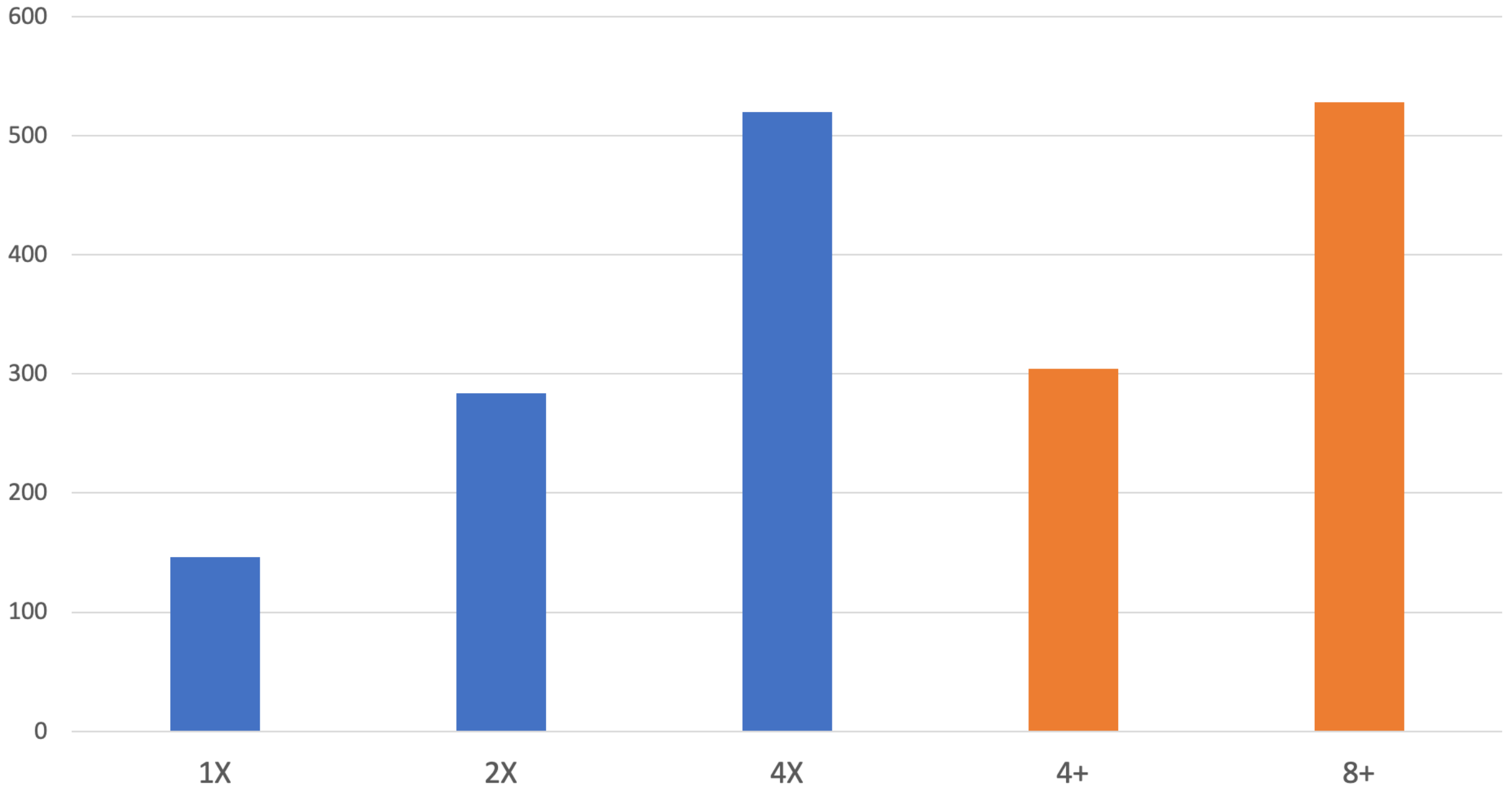
## 2022 Boat usage By Boat type



## “Rowers Served” in 2021 = 1910



# "Rowers Served" in 2022 = 1782





# MRCs system for **Reporting** and **Recording** equipment problems and solutions

## **Reporting:**

repair@mendotarowingclub.com

## **Recording:**

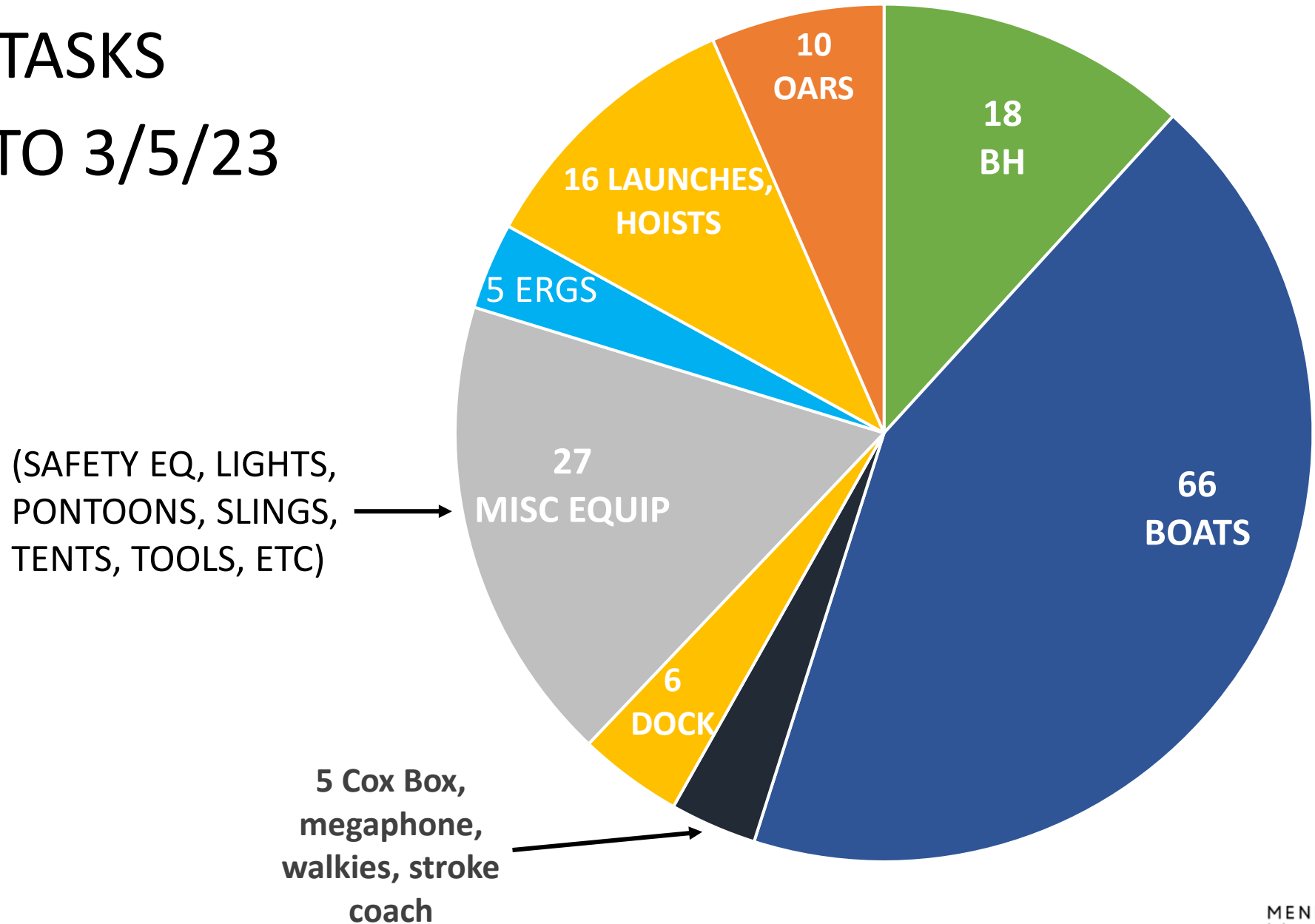
Google spreadsheet “MRC equipment log”



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# 160 TASKS

## 3/5/22 TO 3/5/23



# Sample of repair log

|     |          |                         |           |  |         |   |
|-----|----------|-------------------------|-----------|--|---------|---|
| 310 | 9/4/22   | <b>Boathouse</b>        | Completed | Door stop in womens bathroom missing. Purchase new.  | Nancy   | Purchase 2 that are beefier than previous flimsy Ace door stops   |
| 311 | 9/10/22  | <b>Boats</b>            | Completed | Three-seat Vespoli shoes falling apart at heel. Repair   | Nancy   | G-Flex repair heel.   |
| 312 | 9/11/22  | <b>Equipment, misc</b>  | Completed | Additional tools needed: 3/4" wrench, good standard size phillips screw driver                       | Nancy   | Menards   |
| 313 | 9/13/22  | <b>Equipment, misc</b>  | Completed | More seat mini bungies needed. Pu  | Nancy   | Purchase 4mm black shock cord, hog ring pliers and rings. Make new seat bungies using hooks from old or too-short bungies |
| 314 | 9/13/22  | <b>Equipment, misc</b>  | Completed | 7/16 wrench bag is in bad shape. Make new, similar to 10mm bag (zipper pouch with flat bottom area). | Nancy   | Measure wrenches and determine bag size, materials.   |
| 315 | 9/13/22  | <b>Equipment, misc</b>  | Completed | Hitch pin clip missing from trailer hitch. Purchase new and spare.                                   | Nancy   | 1/8 x 2-9/16 works. (5/32 too big for hole in pin). Ace or Menards  |
| 316 | 9/14/22  | <b>Equipment, misc</b>  | Completed | One of new walkie talkies does not transmit sound. Leila will investigate                            | Andy    | Setting found to fix  |
| 317 | 9/14/22  | <b>Boats</b>            | Completed | Stroke seat Peggy shoe lost two screws, very loose. Replace and purchase more screws.                | Nancy   | M5-0.8 x 10 mm Flat head phillips. Ace or Home depot  |
| 318 | 9/14/22  | <b>Boats</b>            | Completed | Label riggers with boat and seat   | Katie V | Determine best way to label and where to label.   |
| 319 | 9/24/22  | <b>Boats</b>            | Completed | <b>Pratt:</b> Missing 5 seat backstay bolt.  | Andy    | Replaced bolt with spare.   |
| 320 | 9/24/22  | <b>Boats</b>            | Completed | <b>Cynthia:</b> soles of shoes separating from upper.  | Nancy   | Repair with g-flex epoxy (tubes).   |
| 321 | 10/1/22  | <b>Equipment, misc</b>  | Completed | Replace fabric on worn set of boat slings  | Nancy   | Blue Sunbrella.   |
| 322 | 10/2/22  | <b>Launches, hoists</b> | Completed | <b>Tilly:</b> Missing safety stop lanyard  | Andy    | Replaced safety stop lanyard with spare   |
| 323 | 10/4/22  | <b>Boats</b>            | Completed | <b>Goldfire:</b> Bow rigger port backstay is bent.   | Andy    | Replaced with backstay from Jim Martyn  |
| 324 | 10/27/22 | <b>Boats</b>            | Completed | <b>Peggy:</b> Bolt on 2 seat oarlock sheared off inside pin.   | Andy    | Extracted broken bolt from pin using vice grips! Replaced with new bolt.  |
| 325 | 10/27/22 | <b>Boats</b>            | Completed | <b>Alice:</b> Replace all oarlocks. 5 degree pitch.  | Alex    |   |

# FEATURED EQUIPMENT IMPROVEMENT #1







## WALL- MOUNTED LOCK BOX





## FEATURED EQUIPMENT IMPROVEMENT #2





# MEGAPHONE HOLDER

3" PVC Pipe

PVC Toilet Flange







HUDSON

BLUE  
OCEAN®

BLUE  
OCEAN

Hydraulic  
Hose  
Size  
Length  
Date  
By

# How can I help?

## ***Volunteer to be one of our Equipment Captains!***

### ***Why?***

- Contribute to your club
- Learn new skills
- Take care of your volunteer hours

# Equipment Captains

**You could be:**

- Dock, platform and hoist Captain
- Launch and Outboard Captain
- Fuel Captain (for outboards)
- Erg Captain
- Cox Box and Stroke Coach Captain
- Walkie Talkie and Megaphone Captain





# Mendota Rowing Club 2023 Youth Programming



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# 2023 Youth Programming

30 students (HS and MS) completed our Youth Learn to Row Camps in 2022

## Middle School

Successful 2022 season with many rowers participating in their **first regatta** at the **WISCO Chase!!**

- 6 new rowers joined the MS squad this year.
- Practices: Monday, Wednesday & Saturdays
- Led by **Coach Rose Sears!**
- MSer's will be able to participate in the **CRRC Invite on April 29th**, a potential scrimmage and the **WISCO Chase October 1st**.
- New rowers are welcome to join anytime, spread the word!
- Continuing to grow our **STEM to Stern** program.
- Assistant coaches are needed, we will train.

# Junior Team

- 2022 season highlights: Include **winning finishes** in the girls **U17 2x and 1x** and **personal bests in the boys U17 2x** at the **Midwest Championships**
- **First place** finish in the girls **1x at Chicago Sprints**
- **5 new rowers** joined our squad and **5 advanced** from our MS team this year and have been rockn' it!
- Practices: Monday-Thursday and Saturdays
- Led by Coach Heather Swan
- Spring Regattas:
  - **CRRC Invite April 29th**
  - **Indy Junior Sprints May 6th**
  - **Midwest Junior Championship May 19-21**
  - **\*Junior National Championship June 8-11**
- This year our goal is to have a recreational squad and competitive squad so all rowers can grow their skill.
- We are looking for assistant coaches!!

# Important Dates

Mendota Tank Day on March 11th

High School: 1:00-2:45pm

Middle School: 3:00-4:30pm

**\*\*Youth Open House April 22nd - Grab some flyers!\*\***

National Learn to Row Day - June 3rd

Summer Youth Learn to Row Camp Registration Live on our Website

**R.O.W.** = Resilience, Optimism and Willingness



# Learn to Row !!

## Youth Summer Camps

*Monday - Friday 10:30am-1:00pm - \$250.00*

June 19 - 23

June 26 - 30

July 24 - 28

July 31 - August 4

August 14 - 18



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*visit: [Mendotarowingclub.com](http://Mendotarowingclub.com)*

**Post flyers & spread the good word of Rowing at  
Mendota far and wide!**





# Mendota Rowing Club

## 2023 Masters

## Programming



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# 2022 Season Highlights

Practices were well attended with competitive, recreational and novice options.

Medals were brought home at all the regattas we attended:

- **Minneapolis Sprints**
- **Chicago Sprints**
- **WISCO Chase**
- **Head of the Rock**

Team spirit was high and we learned we have the best boat pit crew in the Midwest!



# 2023 Masters Programming

**LAND practices** are open to ALL and will continue with a training plan structured towards Masters Nationals in July.

- Captain led Monday, Wednesday, Friday
- Coached practices Tuesday, Thursday and Saturday

**Team Coached practices** on the **WATER** - 4-5 days a week

- Competitive/Advanced
- Recreational
- Novice (Mid June)
- Saturday 'Singles Swing Rows'
- Bowing and Coxswaining Workshops
- 'Pairing up in Pairs' Workshop
- Guest Coaches

## ~ Regattas ~

- ★ Minneapolis Sprints, MN - June 17th
- ★ Chicago Sprints, IL - July 8th & 9th
- ★ USRowing Club Nationals, Bethel OH - July 13th - 16th
- ★ Masters Nationals, Indianapolis IN - July 20 -23
- ★ Chicago River Marathon & Half Marathon, IL - September 10th
- ★ Head of the Des Moines, IA - September 23rd
- ★ WISCO Chase, Jefferson WI - October 1st
- ★ Head of the Rock, Rockford IL - October 8th
- ★ Head of the Charles, Boston MA - October 20 - 22 (Lottery)
- ★ Head of the Schuylkill, Philadelphia PA - October 28 - 29
- ★ Head of the Hooch, Chattanooga TN - November 4 - 5 (Lottery)

# Upcoming Events

- UW Tanks - March 11th - 11:00-12:45pm
- Spring Opening Day - TBD
- Adult Open Boathouse - May 6th - 12:00-2:00pm
- National Learn to Row Day Open Boathouse - 12:00 - 4:00pm

**Thank you to all of the fantastic coaches over the 22/23 season!**

Sara Krizan

Nate Colgen

Lorenzo Miller

Carlee Hayden

Amanda Triebensee

Silke Van Der Weide

Darya Pronina

Evelyn Schauer

Rose Sears

Sarah Navin

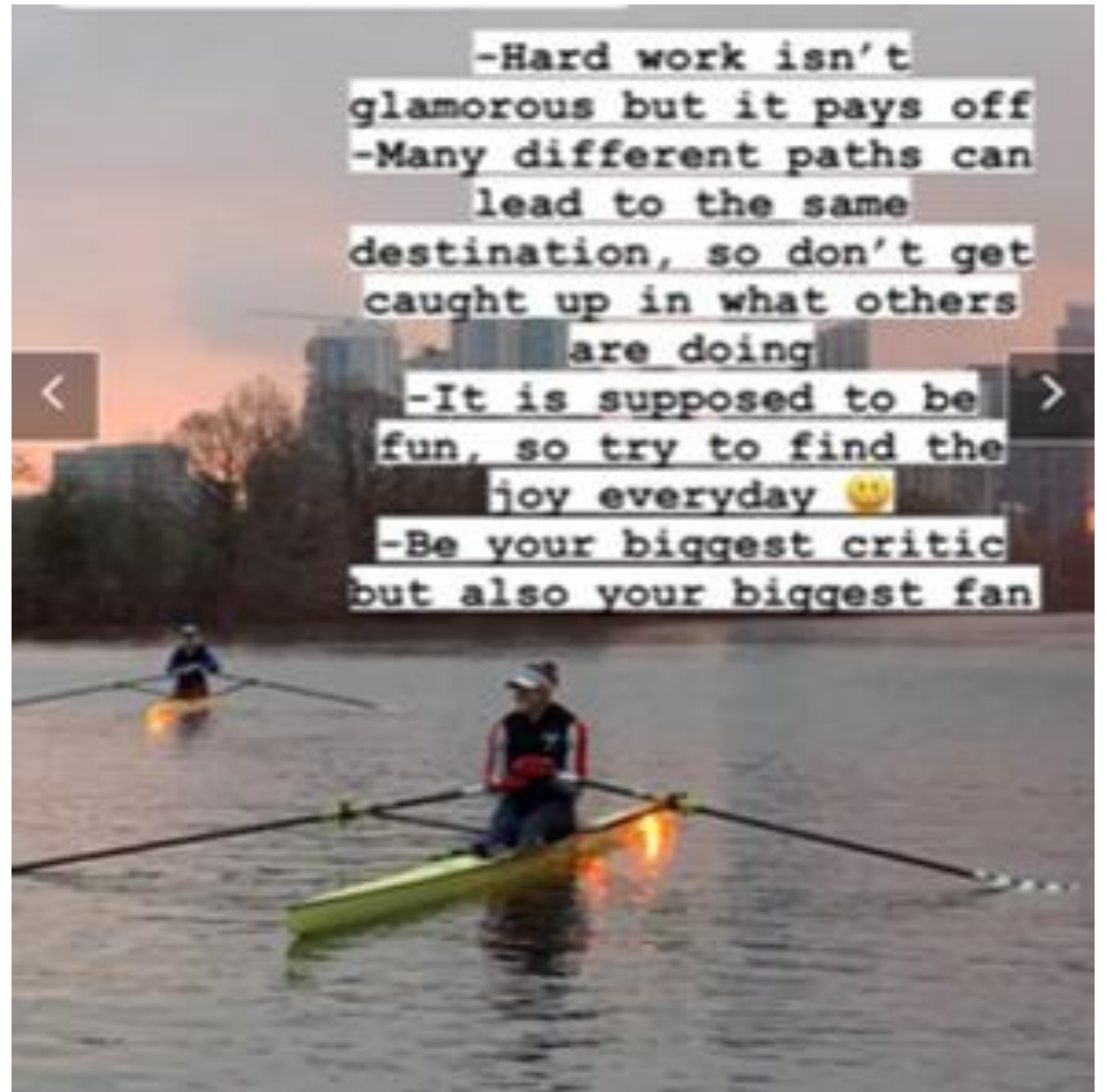
Jackie Lanear

Miriam Beck

Guest coach - Martha Laugen

UW Rower Volunteers

**We are currently hiring!!**



# Adult Learn To Row



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## ADULT LEARN TO ROW 2022 RE-CAP

\*ADVERTISING - Isthmus (Instagram story and free event calendar post for NLTRD), flyers, Silent Sports print ad, Madison365.com sidebar ad, 608today email, and one Saturday on the Square

\*SESSIONS - (11) offered between May and August - (7) classes ran, (4) were cancelled

\*INSTRUCTORS - Started with a primary instructor and moved to volunteers filling in as needed

\*STUDENTS - (28) enrolled [5 teachers, 4 HAC members used discount codes]

\*NLTRD - (48) pre-registered, (36) attended [incl. 7 walk-ups]

\*What drew people to enroll? LTR classes - Internet search, friend/current member, HAC flyers  
NLTRD - Friend/current member, internet search, Isthmus calendar event/608today email



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## ADULT LEARN TO ROW 2023

\*ADVERTISING - In need of flyer and ad designer, currently pricing ads in Isthmus, Badger Herald, Madison365.com and 608today

\*SESSIONS - (3) will be offered between June and August

\*STUDENTS - Will be offering same discounts as last year and adding Crossfit Recursive

\*NLTRD - Saturday, June 3rd

PLEASE SPREAD THE WORD ABOUT CLASSES AND NLTRD!

\*\*\*In need of Adult LTR coordinator replacement by mid-April\*\*\*



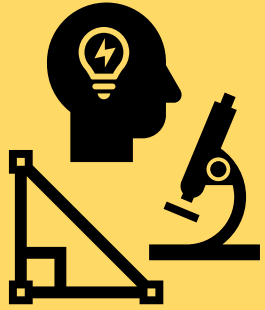
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# STEM 2 Stern



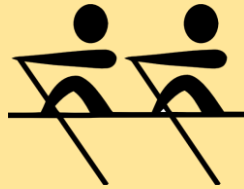
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# STEM-to-Stern 2022 *year in review*



**3 STEM  
Session  
s**

**5 Team Members  
21% of Youth Program**



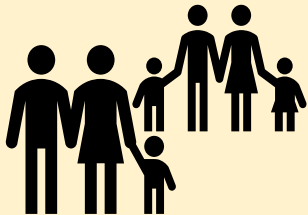
**2 Tutoring  
Program  
Participant  
s**



**4 Athletes  
2 Local Regattas**



**4 New & 5 Returning Participants  
24 Since Start of Program in 2020**



**1 New Partner Program  
= 4 Active Community  
Partners**



**9 Volunteers & 5  
Staff**



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# STEM-to-Stern 2023 *looking ahead*

## Successes



UW Campus  
STEM  
Sessions



Support Team

## Changes



3 MS Graduates



Community  
Partnership



Budget

## Challenges



Swimming

Transportation



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# Board of Directors Election



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# BOD Elections

## **Board of Directors Candidates (vote by acclamation)**

[ ] Andrew Keller



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# Awards and Recognition



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# Thank you!

Individual member and  
non-member donations



**willy street co-op**



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# Clean Oarlock Award

The Clean Oarlock is awarded annually for exceptional service to the club during the past year.

Andrew Keller

Rebecca Sloan



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# Engine Room Award

The Engine Room is awarded annually for exceptional long-term service to the club, by working hard in the background and out of the limelight.



Sara Krizan



Heather Swan



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# Clete Minter Lifetime Achievement Award

Fran Breit



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Thank you for attending and we look forward to seeing you at the UW Tanks next weekend and the boathouse this summer!



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