

Communication Director

Subject: FW: Water Polo Update

From: Melissa Lloyd [<mailto:melissa@kuskemath.com>]
Sent: Thursday, October 10, 2013 8:04 AM
To: Cindy McGee; newportknightswaterpolo@gmail.com
Cc: lowellw@comcast.net; 'Charlene Steinhauer'
Subject: Water Polo Update

This year's water polo season had some highs and lows. We had a four week season (which happens once every 7 years) which took many by surprise.

Accomplishments

- Rewrote the Midlakes WP By Laws and posted on web
- Finished fundraising for the new timing system - \$700 in sunglasses sales and \$1200 in personal pledges in exchange for name on plaque on timing system
- Had ZERO referee late starts or no shows

Opportunities

- We continue to have communication challenges – website issues, parent rep confusion, coaches who had to depart early and late in the season due to JO's and then early college starts
- We lost Fairwood due to a General Management change in policy – and we had very small rosters from historically robust clubs (Samena, Edgebrook/SS).
- It was a challenge to really get all Parent Reps on board at the beginning of the season – and this disorganization resulted in lower than expected registrations.
- Water Polo rep needs to attend the Midlakes Board Meetings – (Farrah) to increase visibility of sport with all constituents

Challenges

- With year round sports becoming the norm on the Eastside, water polo will continue to get caught in the squeeze out – after all, when can a family take vacation before football/select soccer starts?

Recommendations for success moving forward:

1. Create an Executive Committee of WP enthusiasts who meet once per month in the winter to again address: marketing, budgeting, capital needs, and how to grow the sport during the swim season;
2. Source the portable timing system for \$2000 – and collect pledges, design/install plaque;
3. Find a strong annual fundraiser we can also sell during swim season – we now talked about a bag? Towel? – never sell anything under \$10 again;
4. Have a water polo rep kickoff meeting on same timing as swim committee in early Spring? At that time we can announce clinics, sign ups (at swim meets) and more
5. Offer Women's Open and Girls 14 and U if possible at 4 clubs.

Melissa Lloyd for Farrah Kunkel