



Surge!!

Friends of Williamsburg Rowing Newsletter
March 2013



New to Surge!!?

Welcome to Surge!!, the newsletter of The Friends of Williamsburg Rowing (FWR). For those readers who are unfamiliar with FWR we are a qualified 501(c)(3) organization created in 1993 as a booster organization for the William and Mary Rowing Club (WMRC). We have since expanded our goals to include promoting the sport of rowing in the Williamsburg/James City County area and serving as the alumni organization for WMRC. However, our core goal remains financially supporting WMRC.

March Madness Fundraiser

FWR is hosting its first NCAA Basketball Bracket Challenge Fundraiser! Using Yahoo! Fantasy Sport's Tourney Pick 'Em, you can fill out a bracket that will compete exclusively against other FWR entries. In the end, the best bracket will receive two custom WMRC pint glasses and most importantly, bragging rights

The entry fee is \$10. To register, simply make your payment securely online at the link below. After confirming payment, you will be taken to a page with instructions on how to fill out your bracket through Yahoo! Sports (Yahoo!, facebook or gmail account required). All entries are welcome before March 21st. Registrants do not have to be FWR members. Invite your friends!



Please direct any questions to
vicepresident@williamsburgrowing.org.

Ready to enter? Please visit:
<http://williamsburgrowing.org/2013-wmrc-march-madness-bracket-challenge/>

We Updated Our Website

By T.J. Wallin

There was a change in FWR's web presence this winter. Still located at williamsburgrowing.org, we revamped site by utilizing some recent and more powerful web designing tools.

For the board of directors, this shift allows for ease in updating and management while remaining cost free. Our website is now linked to our facebook pages and twitter feeds, sharing information seamlessly. Adding new posts, pages, and a photos can be simply accomplished without the need for heavy coding (many thanks to Michael Duarte who served as our de facto web designer in the past).

For friends, this switch translates to a much more comprehensive website. While still accepting online donations, donors now have access to more information about the different fundraising campaigns. The "Guide to Giving" describes how to maximize your gift through corporate donations and tax deductions. There's also an itemized wish list put together by WMRC coaches that allows you to directly donate specific items to equip the team. Thanks to our treasurer, Travis Moore for making all this important material easily accessible.

Parents will also appreciate our update. In addition to the detailed "About" section that

explains the organization and operation of FWR, there is an dedicated "For Parents" page. Here, the ways in which they can contribute are explicitly outlined. Lastly, parents will always know about the next race now that they can view and subscribe directly to our calendar's feed. This allows for FWR events to automatically sync with google, outlook, android or iphone calendar programs.

Alumni will most enjoy our website's "Archives". Newspaper articles, Colonial Echo coverage, Surge and Backsplash Newsletters, FWR meeting minutes are all available and organized by year. Also, accessible are race results (1994-present), coach's summaries (2003-present) and almost 6000 photos (1989-present)! Definitely worth perusing. Many thanks to contributors Travis Nels, Dr. Charles Ehrlich, Rose Dzedzic, and to FWR secretary Liesl Voges for coordinating. If you wish to add to these growing archives, please email friends@williamsburgrowing.org.

Moving forward, we hope to continue to employ these new web capabilities with more frequent updates, new features, and exclusive member-only content for donors. For more information or feedback on our new site, please email friends@williamsburgrowing.org

Officers & Directors

President - Mark Miller ('08)
Vice President - T.J. Wallin ('10)
Treasurer - Travis Moore ('06)
Secretary - Liesl Voges ('09)

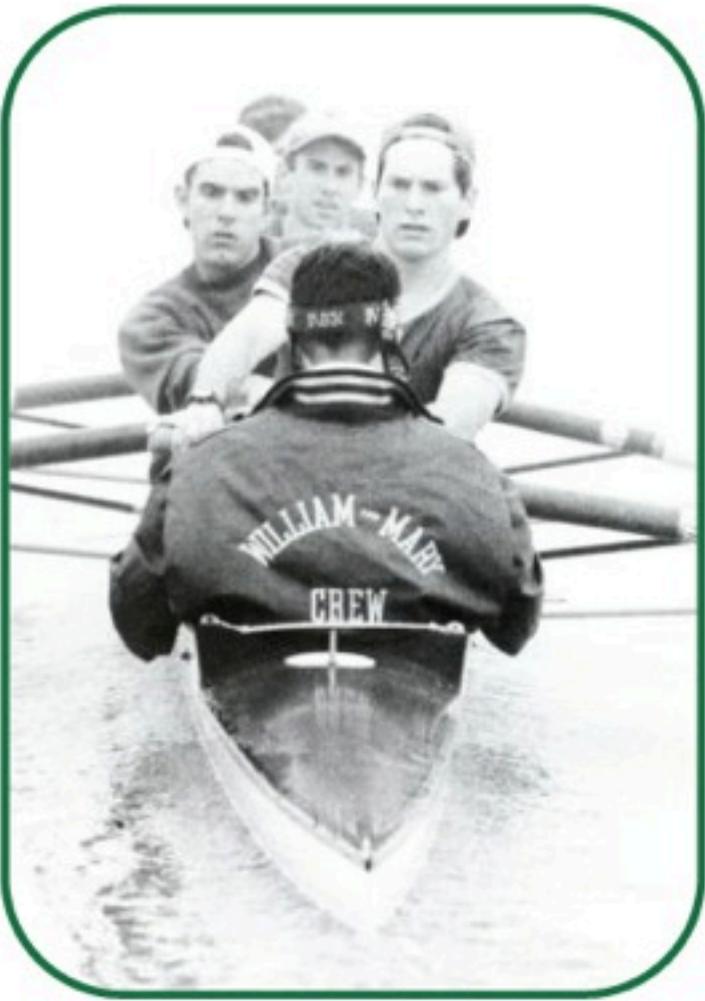
Anthea Medyn ('05)
Michael Duarte ('08)
Justin de Benedictis-Kessner ('11)
Sean Blaney ('06)
Steven (Woody) Woodward ('05)
Travis Hall (Former WMRC Coach)
Sean Koebley ('08)
Emily Schultz ('12)



Above: 2007 Augusta Invitational

FWR

Annual Meeting



SATURDAY
3-30-13

Mark your Calendars!!!

Directly following cheering on WMRC at the Rockett's Landing Regatta in Richmond, Friends of Williamsburg Rowing will be hosting their annual meeting in Williamsburg, Virginia. Draft agenda can be found [here](#) on the website!

Alumni can also compete in the alumni event at Rockett's Landing Regatta.

Please RSVP via [Facebook](#) or email Friends@williamsburgrowing.org

FWR & WMRC Collaboration Meeting Overview

By: Mark Miller

In early February of this year the Friends of Williamsburg Rowing joined with the William and Mary Rowing Club in an interactive video conference to strengthen communication and develop a mutual understanding of both organizations. There were about twenty people in attendance, including both executive boards, current WMRC coaches, and the FWR directors.

Led by the FWR's executive board, the call started off as a general overview explaining the structure and function of FWR as a nonprofit, alumni organization aimed at supporting and assisting the sport of rowing in Williamsburg, namely through the William and Mary Rowing Club. In the past, FWR has purchased equipment, created the Williamsburg Boat Club, advocated and fundraised for the boathouse, aided in the coach hiring process, and put together the Surge! article that you're reading now.

It's all about communication and awareness.

The next topic in the presentation was a financial update outlining the subscription campaign, endowment fund, and the current WMRC wishlist. The subscription campaign is geared

towards alumni, family, and friends where members can sign up to donate a certain amount each month. This streamlines the donation process and keeps funds coming in month to month. The endowment fund is the next long-term goal after the boathouse where upon raising \$50,000 FWR will be able to invest the money with William and Mary's endowment fund and generate a sustainable, long lasting source of income. Finally, the WMRC wishlist presents supporters with an itemized list of the team's immediate, tangible needs and the ability to conveniently donate the value of a specific object (See article below).

A few of the other current projects that FWR has in the works has been a pint glass donation, NCAA bracket, and expanding the donor base. The WMRC cipher was printed on several dozen pint glasses and donated to WMRC to sell for profit. These collectibles have generated a great deal of interest among rowers and alumni and will be available for purchase soon. Another fundraiser coming up is for the NCAA tournament where participants will be able to buy a bracket and see how they fair against other alumni or rowers in "March Madness" (See article below). Finally, FWR is attempting to expand our donor base by working in conjunction with the W&M Alumni Magazine. This is still in the early

stages but has great potential for better exposure.

The last portion of the conference call was geared towards how FWR can help WMRC and also how WMRC can help FWR.

The Friends of Williamsburg Rowing assists WMRC in many capacities but the two most influential ways are financial support and providing insight from our broad base of knowledge and experience. This semester alone, FWR has been able to disburse \$1,500 for equipment and coxbox purchases sponsored through the WMRC wishlist! Beyond dollars and cents, the institutional memory and knowledge possessed by FWR members has also helped to advise the current WMRC board in matters of team budgeting, fundraising ideas, coach hiring, advertising, etc.

WMRC can also help FWR by updating and sharing contact information, scheduling events between the two organizations, informing current rowers of FWR, maintaining collaboration with our newsletters and by giving frequent updates from the coaches on race performances. It's all about communication and awareness. The more FWR and WMRC can work together the more we can accomplish.

To see the full presentation click [here](#)

Financial Update

By: Travis Moore

The first two months of the year have been a good start to 2013. FWR has seen a significant new donation opportunity come to life in the form of the WMRC Wish List and has also passed the \$2,500 milestone on the path to our Phase 1 endowment goal of \$50,000. In addition, corporate matching gifts have recently increased and will be a boost to our activities during 2013. For a brief recap of our finances in 2013, see the Financial Dashboard on the right.

The WMRC Wish List was launched in February as a new way to make contributions towards WMRC's equipment base. FWR worked with the coaches and executive board of WMRC to understand the team's key needs and have made these items available to donors for purchase on our website using Paypal. The wish list has seen early success with donations coming in for a new Vespoli fin, portions of Cox Boxes using the "Donate Other Item" option and even a one very generous donation for a brand new Cox Box! These donations have been put to immediate use as WMRC recently went back out on the water.

The endowment fund continues to gain additional support through new subscribers and individual donors. Currently,

we are fundraising towards our Phase 1 endowment goal of \$50,000. This goal is the baseline amount of money FWR needs to establish an endowment where the

principal will remain intact and earnings will be paid out to support the activities of WMRC. Until the Phase 1 goal is met, all endowment fund donations are maintained in a designated account which is segregated from general funds and other donations. The endowment fund will prove to be the next major step forward for the team and will provide a solid financial foundation for the next generation of W&M rowers.

Corporate donations are set to increase during 2013 thanks to year-end 2012 donations of time and money from two alumni. Thanks to the generous donations of these alumni and the two philanthropic companies they work for, FWR has been approved for total donations of \$1,000. These funds should be received within the next few months and will provide a substantial boost to our general fund and the endowment fund. Corporate matching gifts are a great way to double the impact of your donation, so we urge all of our supporters to investigate what options your employers provide. As a 501(c)(3), donations to FWR are tax deductible and should meet most requirements established for corporate matches. If you would like assistance in determining whether your employer provides matching gifts, please contact us at treasurer@williamsburgrowing.org

If you have any questions about our finances or would like to discuss a donation, please contact Travis Moore at treasurer@williamsburgrowing.org

Financial Dashboard

Endowment fund balance:	\$2,500
Donations so far in 2013:	\$1,500
Disbursements so far in 2013:	\$1,415
Number of monthly subscribers:	13
Donations of monthly subscribers:	\$211

Spotlight on Sean Koebley



Sean Koebley '08

I currently work in Williamsburg as a Ph.d. student following three years teaching middle school math in inner city Boston and DC. Back in the 'burg, I work in the Nanomaterials and Imaging Lab studying the nanoscale features of spider silk.

While I don't get out on the water as much as I'd like, rowing continues to pervade my life in unexpected ways. Somehow, I still find spandex in the back of my drawers. Some mornings, when the miasma of Williamsburg swamp vapor is pierced by a sprawling pink sunrise, it takes me back to those transcendent, brilliant practices out on the Chick. And luckily, I'm still able to waste time with good rowing friends, whom I still count among those dearest to me.

After all the sweat, passion, and time (oh, so much time) that I dedicated to this infernal sport, it's impossible that rowing will ever cease to be a part of me.

Pictures of the Past



Above: 1992 SIRAs



Right: 2010 Head of the Charles Varsity Men



Above: 1999 Head of the Charles Varsity Women

Surge!!

*Newsletter of the Friends of Williamsburg Rowing
a not-for-profit 501(c)3 corporation, organized for charitable purposes*

Levels:

Benefactor \$500

Patron \$300

Sponsor \$150

Member \$50

Contribution Amount:

Designation:

_____ % FWR General Fund

_____ % William and Mary Endowment Fund

_____ % William and Mary Rowing Club

_____ % Williamsburg Boat Club

_____ % Other _____

Name(s) _____

Address: _____

Phone: _____

Email: _____

Would you like more information about the Williamsburg Boat Club? Yes NoWould you like more information about the William and Mary Rowing Club? Yes NoAre you a W&M Graduate? Yes No Graduation year: _____Former crew member? Yes No Years _____Are you a parent/relative of crew member? Yes No

Student _____ Graduation _____

The name/address or other information above is new or corrected: Yes NoI / we wish to remain anonymous: Yes No

Return this form and check payable to "Friends of Williamsburg Rowing" to:

**Friends of Williamsburg Rowing
PO Box 2276
Springfield, VA 22153-2276**

Or donate online at: <http://williamsburgrowing.org/for-donors/donate-online/>. You can choose to pay by credit card, debit card, or PayPal.

Friends of Williamsburg Rowing is a non-profit organization incorporated in the Commonwealth of Virginia, and is exempt from Federal income taxes under section 501(c)(3) of the Internal Revenue Code. Donors may deduct contributions as provided in section 170 of the Internal Revenue Code.