

Mill Creek Towne Swim Association

P.O. Box 5603
Derwood, MD 20855-5603

Dear Members,

I hope this letter finds all of you well. My name is Dawn Trahern and this year I am serving as your pool president. I know it is hard to believe but the MCTSA Board of Directors is already planning for the 2012 season. Please take some time to read this letter in its entirety as it is packed with important information.

As all of us already know, "The Creek" is a great place to make memories. Our pool has many great families, we have a fabulous pool facility, summer-fun activities, the Marlin Bistro and a very competitive swim and dive team. Over the last couple of years, we have seen a declining membership base due in part to the tight economic conditions and the maturity of the surrounding neighborhoods. One of our goals this year is to increase our membership by 20 members. To support this goal, the board is planning a low-cost sign campaign but we think word of mouth is our best marketing tool to build membership. We are asking each of you to reach out to a friend or neighbor, tell them about MCT and direct them to our website or invite them to visit the pool on opening weekend. You might even try using a Facebook message to any of your contacts within a 10 mile radius and introduce them to MCT. The board members' contact information is available on our website to answer any questions. Our web address is www.mctsa.com.

As the board continues planning for the 2012 season, we decided that in order to meet our cash flow needs and start the summer season strong, we are requesting that the annual membership fees be paid a bit earlier this year. Please note the payment schedule below:

Payment postmarked by March 1, 2012

- Receive a \$30 discount

Payment postmarked by May 1, 2012

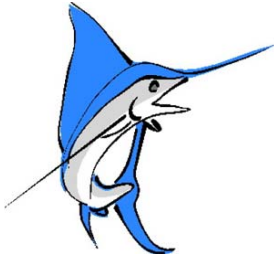
- No discount

Payment postmarked after May 1, 2012

- Pay a \$30 *administrative late fee*

This new payment structure not only helps our cash flow but it helps get the pool up and ready by opening day. We have found that many of the volunteers spend the first 15-30 days of the pool season receiving, entering and processing memberships which we would like to avoid so that all may enjoy the full benefits of the short summer season.

The last administrative item that I would like to address is the change in our pool management company. As of January 9th, 2012 our pool facility is now being managed by Community Pool Service, Inc. (CPS). CPS has been in business since 1977 and currently manages 230 pools in the Washington Metropolitan area; 50 of which are within a 15 mile radius of MCT. The MCTSA Board of Directors bid



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out our pool management needs this winter and found some cost savings with very competitive management services from CPS. While we believe it is a fiscal necessity to make this change, the years of service and support by Georgetown Aquatics has been greatly appreciated.

Now that the administrative items have been addressed let's talk about the fun! We have a wide range of social events to look forward to including the longstanding Derwood Derby (June), the Tween Social, Movie Nights for children and adults and the ever famous Crab Feast which will be held in July. We will be looking for volunteers to run these events. Each year, pool members volunteer to run these events, so please consider finding a friend or convince your spouse to host one of these events. No experience necessary! Please feel free to contact me at dtrahern@aol.com to volunteer. We would like to have all the volunteers signed up before the pool season opens and keep in mind we have detailed information on each event to help you get started. The Marlin Bistro will again be open for your convenience and we will offer water aerobic classes and an exercise class on weekday mornings for a modest fee. Lastly, don't forget about our amazing swim and dive team for the children and teenagers.

Your invoice for the 2012 season is included in this mailing. Please make it a **priority** to send your annual payment as soon as possible. Stay informed by visiting our webpage at www.mctsa.com or logging into our Facebook page at Mill Creek Towne Swim Association. Thanks for your support and we look forward to a fun filled summer together.

See you at the pool!

Dawn Trahern
President, MCTSA