

WHITMAN CREW



Varsity and Novice Families Meeting

Thursday, September 14, 2023 7:30 - 8:30 pm
via Zoom

WHITMORAW

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- I. Who We Are
- II. Hear From the Coaches
 - A. Coaching philosophy
 - B. Vision for one team
- III. Looking Back and Looking Ahead
 - A. Recent achievements
 - B. Season ahead
- IV. Regattas
 - A. Schedule
 - B. Preparation
- V. Team Building Events
- VI. Fundraising Initiatives
- VII. The Big Reveal...
- VIII. Conduct and Culture
- IX. Closing
- X. Resources



Who We Are

- One team of over 90 athletes strong (Novice & Varsity both Boys and Girls)
- Community club sport for Whitman students and Pyle 7th & 8th graders
- One of the largest and only year-round sports offered to Whitman students
- Administered by a non-profit organization made up of parent volunteers
- Run by a staff of dedicated, award-winning coaches

Walt Whitman Crew is a competitive co-ed high school rowing club that inspires excellence for all rowers and coxswains and cultivates a team culture of respect, personal commitment, shared achievement, and passion for rowing.



The Program Director

The Washington Post

June 20, 2023

High School Rowing All-Met:

Women's Team Coach of the Year - David Noyes

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Our Coaches

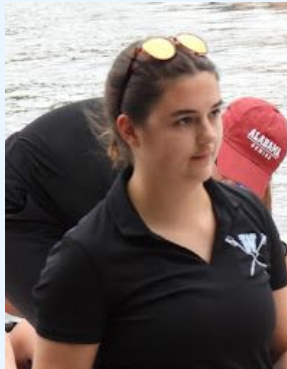
David Noyes - *Program Director and Girls Varsity Coach*
Hunter Coker - *Boys Varsity Coach*

Tressa Vitus - *Girls Varsity Assistant Coach*
Brady Strumbel - *Boys Varsity Assistant Coach*

Greta Butz - *Girls Novice Coach*
Miranda Tompkins - *Boys Novice Coach*



Coach Tressa



Coach Greta



Coach Miranda



Coaches David, Hunter and Brady



Who We Are & What We Do

Whitman Crew is 110 athletes strong from 7th - 12th grade from Pyle MS and Walt Whitman HS

- We work hard
- We care about each other & the team more than ourselves
- We stick together



The Athlete Experience

Novice

- **Fall:** Focus will be on learning fundamentals and getting on the water; participate in local and regional regattas
- **Winter:** Focus will be on conditioning; participate in erging
- **Spring:** Focus on competing at local, regional, and national regattas; this is the primary racing season

Varsity

- **Sophomore:** New Varsity are now competing against more senior and experienced rowers. Important to keep working hard and be resilient.
- **Junior:** This is a big academic year, also including standardized tests like the SAT, ACT, and AP exams. Closely coordinate your calendars.
- **Senior:** Many college applications are due in the Fall, so time management is important. Communicate with your coaches about upcoming college visits ahead of time.

The Athlete Experience

Boating decisions

- Based on a number of factors (in alpha. order):
 - Attendance
 - Attitude
 - Coachability
 - Erg score
 - Experience
 - Seat racing
- The goal is that every single athlete has the opportunity to race and participate in regattas.
- Travel regattas roster selection also considers financial cost and assessment of competitiveness.

Coach interactions

Encourage athletes to be their own advocates.

Athlete to Coaches:

Slack & Before/After Practice
Attendance Sheet (Before Noon)

Parents to Coaches

Email & In Person (Tuesdays)
Ask questions from a starting place of trust

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Recent Achievements

Spring 2023

- Girls State Champions
- Girls Bronze Medalists Stotesbury Cup
- Girls Bronze Medalists National Championship
- Boys Freshmen State Bronze Medalists
- Boys Freshmen Nationals Finals

College

- Alumni currently rowing at Alabama, BU, Cornell, Dartmouth, Indiana, Iowa, MIT, Santa Clara, Syracuse, Temple, Tufts, Virginia, Wisconsin.

We Make:

Better Rowers, Better Students, Better People



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The 2023-24 Season

Fall Season

September 5 - November 5
Georgetown/Thompson Boat Center 2900 Virginia Ave NW
Practices Monday-Friday after school and Saturday AM

Winter Season

Nov 27 - Feb 17
Glen Echo Park or Bethesda church
Erging and strength training

Spring Season

Feb 19 - May 5 (May 26 for Nationals)
Georgetown/Thompson Boat Center

Spring Break Training March 25-29, 2024 at
Occoquan River/Hotel in VA 2-3 nights



TBC boathouse



Rowing 101

Learn your lingo

- Remember, an “8” actually has 9 people in it - of course!
- Remember, we row going backwards - naturally!
- Study your terminology here:

<https://www.whitmancrew.org/terms>

Types of races

Fall season

- Head race - shells are launched in sequence individually and compete for best time
- Distance is longer, about 5,000m (~ 3 Miles)

Spring season

- Sprint race - shells are launched simultaneously side by side and compete to finish first
- Distance is shorter exactly 1500m (~1 Mile)



Regattas Schedule

| Date | Day | Event | Squad(s) |
|------------------|----------------|----------------------|------------|
| 10/1 | Sun. | Head of the Potomac | Varsity |
| 10/15 | Sun. | Occoquan Chase | Varsity |
| 10/20 | Fri. - Sun. | Head of the Charles | Select |
| [10/21 or 10/22] | [Sat. or Sun.] | Potomac Scrimmage | Non-Select |
| 11/5 | Sun. | Head of the Occoquan | Team |

Regattas Preparation

Food - in advance

- **Snacks:** Buy identified supplies and arrange for delivery (Costco) (2-3 hrs.)
- **Water:** Buy large jugs and coordinate delivery (1 hr.)
- **Sandwiches:** Arrange for boxed lunches (Firehouse, Panera etc.) (2 hrs.) (for all-day regattas)



Coordinate all purchases, arrangements, and deliveries with VP of Regattas

Regattas Preparation



Tent - day of

- Setup: Arrive early to help and to arrange tables (1 hr.)
- Maintenance: Keep supplies in order (2 hr. shifts)
- Demob: Help clean up, take down, and load (1 hr.)

Every family should volunteer 10 hours over the season - regattas are fun - support your kids!

Team Building - September

Please join us!

- Parent social at the Van Rippers
- Wednesday, Sept 20th 7-9pm
- Potluck dinner
- Sign up to help and contribute
- *Meet the coaches!*

Snap the QR code to RSVP now or look in this week's Whitman Crew email from Sunday night.



Team Building - October

- Laser Tag at Shadowland
- Sun. 10/1 7:00-9:00 pm
- Team-wide event
- *We are One Whitman Crew!*
- Waiver and fee info coming in next week's *This Week in Whitman Crew!*

- Pre-regatta potluck dinners
- Sign-ups coming soon!





Fundraising Your Way!

- Holiday Sales - October
- Erg-a-thon - February
- Corporate Sponsorships
- Personal Contribution

The screenshot shows the website for Whitman Crew Boosters Inc. The header includes the logo and navigation links for Home, About, Fundraisers, and Donate. The main content area features a large photo of the rowing team celebrating on a boat. The text reads: "Walt Whitman Crew Boosters Inc. Welcome to our fundraising page. There are several ways to support the team throughout the year: Holiday Sales, Erg-a-Thon, and Sponsorships. Scroll down to learn more about our current activities. Thank you for helping us keep Whitman on the water!" Below the text is a "Donate" button. The "Mission" section states: "Walt Whitman Crew is a competitive co-ed high school rowing club that inspires excellence for all rowers and coxswains and cultivates a team culture of respect, personal commitment, shared achievement, and passion for rowing." A "Read More" link is provided. At the bottom, there are social media icons for Instagram and YouTube, and a small text box that says "Waiting for api.raminter.com..."

****Fundraising Toolkit Coming Soon!****

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Athlete Fundraising - Holiday Sales & Erg-a-Thon

Holiday Sales: Wreaths, Garland, Hanukkah Candles and Sufganiyot



- Athletes sell and deliver Holiday treats
- Great for local friends and family

Erg-a-Thon

- Athletes ask supporters to sponsor their efforts
 - Great for out-of-town family and friends



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Corporate Sponsorships

- Advertising benefits for supporters
- Can your company sponsor?
- Who do you know at local small businesses?
- Use your network!

WHITMAN CREW Corporate Sponsorship Opportunities



Platinum Sponsorship

- Logo inclusion on oars for one boat
- Premium logo placement on Whitman Crew website
- Premium logo placement on team banner
- Logo inclusion in alumni newsletter
- Invitation to speak at the Crew Team Spring Banquet

Gold Sponsorship

- Logo placement on Whitman Crew website
- Logo placement on team banner
- Logo inclusion in alumni newsletter
- Invitation to attend the Crew Team Spring Banquet

Silver Sponsorship

- Logo placement on Whitman Crew website
- Logo placement on team banner
- Logo inclusion in alumni newsletter

Bronze Sponsorship

- Logo placement on Whitman Crew website
- Logo placement on team banner

Sponsorship Reach

- 100+ Bethesda area families participating
- 2000+ alumni network
- Regatta participation in DC, VA, PA, TN and NJ
- Regatta attendees include close to 500+ athletes and coaches and 1000+ spectators

OUR NEEDS

- New boats
 - \$35,000 - \$50,000 per shell
- New ergs (rowing machines)
 - \$8,500
- New oars
 - \$350 - \$400 each x 8 = \$2,800 - \$3,200
- CoxBox and supplies (A CoxBox is a device the coxswain uses to amplify his or her voice to the rowers)
 - \$2,000

HOW YOU CAN HELP

Support at any level is tax deductible and is greatly appreciated. We are more than happy to customize a sponsorship level to better suit your specific needs. Thank you in advance for your generosity!

Walt Whitman Crew Boosters
6106 Harvard Ave #378 Glen Echo, MD 20822
Tax ID No. 52-1548576

For questions about Sponsorship options, contact the VP of Fundraising, WhitmanCrewFundraising@gmail.com

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The Big Reveal



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Here Come the Kings



On the water
Spring 2024!

Every family
has to do
their part.

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Capital Contribution - Row Strong, Give Strong

Fundraisers HAPPENING NOW

The screenshot shows a fundraising page for "Whitman Crew Capital Contribution - Row Strong, Give Strong!". It features a photo of the crew team on the left. The text on the page includes "Walt Whitman Crew Boosters Inc.", the title of the fundraiser, and a progress bar showing "\$5,500 raised" out of a "\$50,000" goal. A blue "Donate" button is visible at the bottom of the progress bar.

\$50,000 Goal

by December 31, 2023

- Each athlete contributes \$500
- Did we mention the new boats....
- Donor Advised Funds, credit cards, ACH, Venmo accepted
- Thank you!!



Scan here to make your contribution today!

Conduct and Culture

Conduct

- Rowing for Whitman Crew is both a privilege and a responsibility.
- Registered rowers commit to follow the established training rules and abide by the Rower's Code of Conduct.
- Rowers are required to comply with the established team rules, procedures, and instructions of the coach.
- Rowers are required to display good citizenship and sportsmanship in connection with their participation on the team.

Culture

“Everything falls under culture. It’s the way of life of an organization. It’s traditions, rituals, and power structure. It’s shared values and beliefs as reflected in repeated behavior. It will happen whether you create it or not.... Culture doesn’t just happen. It’s intentional.”

- Pam Herath

“Ombuds” Community Resource

Pam Herath

- Leadership consultant
 - Over 4 years
- Coach and Athletic Director
 - Over 10 years
- Dean of Students
 - 3 years
- Positive Coaching Alliance speaker
 - Over 20 years





It's Up To Us

Funding

- We are a 501 (c)(3) non-profit and receive no funding or operational support from MCPS
- We run on program fees and fundraisers, and our goal is to cover operating costs
 - Boathouse fees (storage & usage)
 - Coach salaries
 - Compliance resources
 - Equipment purchases (note that athlete shells and coach launches can require additional capital contributions)
 - Local regatta fees
 - Operations (fuel, insurance, maintenance, repairs, etc)
 - Transportation for practices

Our fees are in line with other rowing teams in the area and with other competitive travel sports clubs

Volunteering

- The administration and management of the team is done entirely through volunteer parents
- We know everyone has to balance jobs, family commitments and other challenges
- There is no better way to be more fully engaged in your child's experience than by helping out

Resources

Whitmancrew.org please check out our website

| | | |
|-----------------------|--------------------|--|
| Board President | Sanjay Mullick | president@whitmancrew.org |
| Program Director | David Noyes | dpnoyes@gmail.com |
| Events | Nina Isaac | ninasanto@aol.com |
| Fundraising | Stephanie Eichberg | stepheichberg@gmail.com |
| Regattas | Tony Penn | penn7813@gmail.com |
| Registration | Amy Eisner | amyeisner@icloud.com |
| Volunteers | Julie Cohen | jdcohen047@gmail.com |
| Ombuds | Pam Herath | ombuds.whitman.crew@gmail.com |
| Novice Liaison Parent | Allison Matthews | amatthews@kingdomandcruise.com |



Follow Whitmancrew on
Instagram

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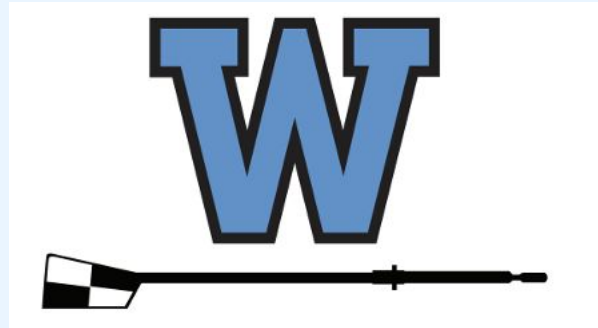


To do List

- Arrange carpool _____
- Order uniform _____
- Install Slack _____
- Sign up to volunteer _____
- Make capital contribution _____

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Questions?

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