

## In This Issue

- Letter from the President
  - SNCA Now
- An Evening with the Olympians
  - Briefing
  - Sponsorship
- SNCA Planning Committee Update

## SNCA Mission Statement:

**Our mission is to promote, facilitate and coordinate the sustainability and expansion of aquatic resources within the Truckee Meadows.**

## Contact Us

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Executive Director

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## Letter from the President: SNCA Now



Sierra Nevada Community Aquatics (SNCA) was formed after our area lost Moana Pool in November of 2007, after its run of 48 years came to an end (boiler failure, rusted pipes, etc.). Local government does not currently have funds to build a new pool or to invest in a new facility. Needless to say, our local swim clubs with a total of 400+ swimmers (not to mention the master swimmers) are now forced into the 12 lanes that the City has remaining at two pool locations in the winter.

The concerned citizens of the Truckee Meadows area stepped up to help expedite the construction of a new state-of-the-art facility and the nonprofit foundation SNCA was established to facilitate the construction of the new Aquatic Facility, which will serve the Truckee Meadows area. In order to make this new pool a reality, SNCA is committed to the daunting task of raising millions of dollars. Over the past two years there has been a recognized common thread with all those involved; that there is a need and a desire to have new aquatics facilities for our area and that our area is long overdue for a new aquatic facility. Despite the economy, we will continue to move forward with this project and we will not stop until we have a new aquatics facility built for our area.

This newsletter is our way of communicating with all of you and letting you know what is going on with SNCA and the building of new aquatics facilities for our area. We are also updating the website with information regarding our donors, activities and breaking news. SNCA has also made a big step in our future by hiring an executive director, please help me welcome Leah Bradle into our SNCA family. Leah will take on a big portion of the day-to-day duties of the foundation and with our communications, which most of us have had to do in the past between our duties at work and with family.

We admit that the communication between our group and the community has been lacking in the past and this is our attempt to keep everyone up to date with our progress.

You can help us out by spreading the word and letting others know what SNCA is doing to help with the shortage of aquatic venues in the Truckee Meadows.

Pass us along to family and friends!

Please help us with passing this newsletter on to your friends, family and colleagues. Also please tell them and encourage them to come to our *Saturday June 5<sup>th</sup> fundraiser at the Peppermill Casino*. The only way we are going to get this project built is to get the word out and to create the buzz of great things to come for our aquatics community.

Thank you,  
Michael Ginsburg – President, Sierra Nevada Community Aquatics

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## Upcoming: An Evening with the Olympians

**Briefing:** This year's *An Evening with the Olympians* will take place Saturday June 5, 2010, at the Peppermill Casino Pool Complex. This year SNCA plans to partner with the Boys and Girls Club of the Truckee Meadows and The City of Reno, to bring **Cullen Jones** and his *Make a Splash* swim clinic. Cullen Jones is the first African-American to hold a world record. In the 2008 Olympic Games in Beijing, he won a gold medal in the 4x100 m freestyle relay in a world record time of 3:08.24 with Michael Phelps, Jason Lezak and Garrett Weber-Gale.



With the help of *Make a Splash*, we plan to help under-served kids see the benefits of swimming. We also want the community to understand the importance of assuring that all local area children are able to swim. Cullen Jones will present a morning swim clinic for members of the Boys and Girls Club of Reno and other children who need to learn the importance to knowing how to swim. SNCA anticipates serving up to 100 children with this clinic. SNCA's goal is to send clinic participants home with improved water skills, raise public awareness about the enormity of accidental drowning and educate the public about the remedies available to prevent this tragedy. This desert community is graced with a wealth of rivers, ponds and lakes. They should be a source of pleasure and recreation to everyone. SNCA seeks to equip our children and their future children with the necessary skills to be safe and have fun in the water.



During the evening portion of our event, *An Evening with the Olympians*, not only will we have Mr. Jones in attendance, but there will also be two other accomplished Olympic swimmers; **Jason Lezak** and once again our master of ceremonies, **Rowdy Gaines**. All the athletes will be available to give autographs and talk about their swimming careers and Olympic experience.

Last year, the cost of our event was a little too high for many families, so this year the ticket prices will be considerably lower. We are aiming for ticket prices in the range of \$30 for adults and \$10 for children. Prices will be finalized once we have all of our sponsors. With the help of our sponsors we are hoping to make this an affordable and fun event for every family.

**Sponsorship:** Would you or your company like to be a sponsor of this great event? Do you know someone or business that would be a perfect sponsor?

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**Next Month's Edition**  
**Includes:** *An Evening with the Olympians*  
Swimmer Bios

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Event Sponsors and Corporate Sponsors will be recognized throughout the special event, on our website ([www.SNCAquatics.org](http://www.SNCAquatics.org)), and in the local newspaper and television ads as feasible. Donations to our gala event will be used for the sole purpose and benefit of raising funds for the SNCA Capital Campaign and will not be used for any personnel or administrative costs.

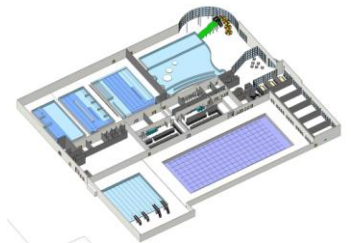
- **Event Sponsor: \$10,000**  
(Corporate naming opportunity, 20 full event passes & VIP gathering)
- **Corporate Sponsor: \$5,000**  
(10 full event passes & VIP gathering)
- **Swim Fan: \$2,500**  
(5 full event passes, recognition at event)

If you wish to have further information on this outstanding corporate sponsorship opportunity please contact Mike Ginsburg at, 775-834-7106, or via email at: [mginsburg@nvenergy.com](mailto:mginsburg@nvenergy.com)

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## Update from the SNCA Planning Committee

The SNCA Planning Committee is the group tasked with designing the physical structure and operational plan for the Truckee Meadows desperately needed aquatic center. Since its formation, the group has completed a detailed aquatic needs assessment, designed a multiuse aquatic facility and created a business plan for the center. Aquatic users of all types were interviewed and a report on the programming needs of groups spanning uses from aquatic safety instruction for tots, to senior aquacize and rehabilitation uses was compiled. The planning committee took the needs of the end user into mind as it came up with a design for a dream facility that would meet the needs of all user groups. In addition to the design of the physical structure the group developed a detailed business plan describing the proposed operation of the facility. While the community certainly needs, and could support, a facility such as the one designed it has been determined that it is very unlikely that the facility could be completed in the current economic environment.



The committee, comprised of individuals with backgrounds in engineering, construction, business management and aquatics, is currently focused on designing a smaller more efficient pool complex to be built as a new construction project or possibly be built into existing vacant space. The group continues to use the input from the local aquatics users and feedback received through members' attendance at USA Swimming's Build-A-Pool conferences to fine tune an efficient multiuse facility that can be used by all groups. While the current focus is on the design of new facility to add additional water space to the community, the group continues to consider opportunities that may present themselves to revitalize existing facilities to better serve the needs of the end users.

The planning committee is interested in hearing your thoughts and welcomes any input you may have into the design of a new aquatic center. If you would like to share any ideas please contact the committee chair, Chip Hobson at [chip.hobson@sncaquatics.org](mailto:chip.hobson@sncaquatics.org).