

## Long Term Service Recognized in 2015-2016

### 5-Year Service Award

#### ***LISA CLARK (Milton Masters Aquatic Club, Milton, Ontario)***



A respected member of the Milton Masters Aquatic Club, Lisa has been an MMAC Board member for the last five years as membership co-ordinator. Lisa collects all the membership forms and dues, sending the necessary paperwork off to the governing body, Masters Swim Ontario.

In addition to this position, Lisa sends out e-mails to all of the members, keeping them abreast of changes to any swim times and upcoming Club events. Lisa is instrumental in maintaining the Club's Facebook page, posting pictures and videos of events (e.g. the annual Heart and Stroke fundraising swim).

Lisa became involved with the club on a development level from the first year she joined. Shortly after joining the club, Lisa became an active contributor to the newsletter.

Lisa is a warm and engaging person. Her dedication to meeting each new swimmer as they join the club is instrumental to the club's growth and sustained membership. Lisa ensures all new members feel welcomed, greeting new members, assessing their swimming ability, and determining which lane would best meet their swimming needs. Lisa then introduces new members to the people they will be swimming with; she checks in with new members during their first swims to ensure they are having a good time. Lisa's contact with new members ensures they feel welcomed into our club, thus sustaining our growth and promoting friendships.

Lisa has a very busy job with the club as she fields all the inquiries and manages all the communications. When asked about this job, she'll reply happily that she really likes it, despite its demanding nature because she enjoys making people feel welcome to MMAC.

Ironically, Lisa has an extremely busy job outside of work. She will often come straight from work for evening practices. She'll come out on deck in her work clothing and greet the new swimmers and then get herself ready for her own swim. She is always putting others first. Lisa has been with the club for 17 years and has been on the Board more than she has been off. Her contributions have helped MMAC stay on its feet.



## 15-Year Service Award

### ***SUE STANLEY (Milton Masters Aquatic Club, Milton, Ontario)***



Sue Stanley is a respected member of the Milton Masters Aquatic Club. Over the past 30 years, MMAC has fundraised over \$50,000 for the Heart and Stroke Foundation. Sue Stanley was the face of this event and the event organizer for fifteen years of this remarkable achievement. When organizing the event, Sue would start every swim greeting people as they entered the pool. She had sponsorship forms, and would encourage members to register online and start their own fundraising efforts.

This year (2105 -2016), Sue has taken on a leadership role in the club, and is now its President. Since taking over as President, Sue has demonstrated her dedication to the club on many levels. The MMAC Sue inherited was suffering. After many years of declining membership, it was at a point where there were no longer enough members to cover the pool and coaching costs, and pool fees from the previous season were unpaid. Milton Masters Aquatic Club was in danger of closing due to poor membership. Sue approached the Board with innovative ideas on how to resurrect the club. The fee structure was changed from the rigid format that had been in place for many years to a more flexible and open model. Incentives were given to members who signed up early. Members were asked to participate in several community outreach projects to let people know about the club. Metrics were taken at each outreach to determine if that particular drive was successful in recruiting new members. The membership has increased to the point where the club is now sustainable. Surveys have gone out to long-time members for feedback and ideas. To reduce pool costs, MMAC tried sharing the pool with another group. The members were not happy with this change and, under Sue's leadership, quickly changed back to its old format.

A strong leader, Sue knows every swimmer by name and has a personal anecdote about them. Sue goes out of her way to make sure new members feel welcome in the club. Sue is friendly and engages with members easily. She is able to tackle tough conversations with ease and poise. Sue is always respectful of others and respects their differences.

MMAC had a member, Brenda, who swam with the club for many years. Brenda had a goal of wanting to swim across Lake Ontario. Sue was very supportive in helping Brenda achieve this goal. Over the many years Brenda trained for her lake swim, Sue acted as an interpreter between Brenda and her coach. Sue kept other members of the club up to date on Brenda's progress. She drove with another swim member to where Brenda was starting her Lake Ontario swim and was there to see her off and then drove over to her expected exit point to see her leave the water.

Please see the attachment from the Halton Heart and Stroke Foundation, thanking the club for our fundraising efforts with them.

