



## 2009 EARC Row For The Cure Entry Packet

September 27<sup>th</sup>, 2009

Distance: 5000 meter course.

Location: Thomas J. Morahan Public Beach at the end of Windermere Avenue in Greenwood Lake NY.

Boat Unloading & Trailer Parking: Parking at the beach is extremely limited and NO trailers are allowed to stay at the beach. Crews can unload their trailers between 6:00pm and 8:00pm on Saturday September 26, 2009 and between 6:30am and 9:30am on Sunday September 27, 2009. On Sunday September 27<sup>th</sup> there will be a trailer check-in point in the CVS parking lot. If you plan on bringing a trailer please report to the trailer check-in point. Trailers will be admitted to the beach on a first come, first served basis and no will be allowed in without first checking in. Two weeks advance notice will be necessary if you intend to bring a trailer. Crews who fail to give advance notice will be permitted to unload only after all other crews are unloaded and on a first come, first served basis. Please help us to keep things moving by adhering to a 20 minute unloading schedule. After unloading all trailers must park in the CVS parking lot on Windermere Avenue in town (see the attached map).

General Parking: There will be parking available on the street as well as in the CVS parking lot.

Entry Deadline and Fees: Entries must be received by Sunday, September 20<sup>th</sup>, 2009 at [www.regattacentral.com](http://www.regattacentral.com). Entries fees are \$25.00 per seat. No late or day of race entries will be accepted.

Schedule: Participants may only race once. Coxswains meeting will be held at 8:00am. All Coxes and small craft operators should attend. Racing will commence at 9:00am and should conclude by 4:00pm. There will be no break for lunch. Races will begin every few minutes. Schedule of events is included in this packet, and on the registration form at [regattacentral.com](http://regattacentral.com). Each entrant will be assigned a launch time and it is very important that all boats launch at their designated time.

Course Map: A map based on aerial photography is attached to this packet.

Registration Packet Pick-Up: Packets may be picked up from 6:00 – 8:00pm on Saturday September 26<sup>th</sup>, 2009 at the Thomas J Morahan Town Beach or after 6:30 am on race day at the same location. Please have all waivers on hand to pick up your packet.



US Rowing Information: Row For The Cure is a US Rowing registered and insured regatta. US Rowing Rules of Rowing will apply and US Rowing officials will officiate.

US Rowing Waivers: US Rowing members with waivers on file do not have to sign an additional waiver, just include your US Rowing # on your entry form. Non-US Rowing members may race, but they must fill out and sign a US Rowing waiver. Drop off your waivers when registering on race day. A waiver is attached to this packet. You can also download and print a waiver from regattacentral or from [http://www.usrowing.org/uploads/docs/2009releaseofliability\\_57L6XL.pdf](http://www.usrowing.org/uploads/docs/2009releaseofliability_57L6XL.pdf)

Racing Categories: See the schedule of events in the packet or on our website for details. Open to all human-powered craft. Events with only one entry will be combined with another event. One race per participant. All high school rowers are limited to the "junior" category to avoid violations of NCAA regulations. High school coxswains may cox master's races.

Equipment Rental: Those who wish to rent kayaks or canoes should contact Kathy at Skips Dockside Marina, 63 Ten Eyck Avenue, Greenwood Lake, NY 10925 (845) 477-.8410

Definitions: *Masters* – all rowers 23 or older excluding coxswains. Boat must average 27+.  
*Open/Collegiate* – no junior crew as per NCAA rules.  
*Junior* – all rowers still in high school.

Fundraising: We encourage rowers and paddlers to fundraise individually or as a group. Fundraising forms are included in this packet. Donations to the Komen Foundation are tax deductible to the extent allowed by law. Pledge checks should be made payable to Komen Greater NY City. All pledged funds will go to the Greater NY City affiliate of the Komen For the Cure Foundation who will then distribute 25% to the National Chapter. Pledges can be turned in on race day or mailed after the event to the Friends of East Arm Rowing Club, c/o Jean Zimmer, PO Box 301, Greenwood Lake, NY 10925.

For general information about the Row For The Cure throughout the USA, check the National Row For The Cure website at <http://www.rowforthecure.com/>

For questions about entries, categories, schedule, racecourse? Email [info@eastarm.org](mailto:info@eastarm.org).



Event # Start Time

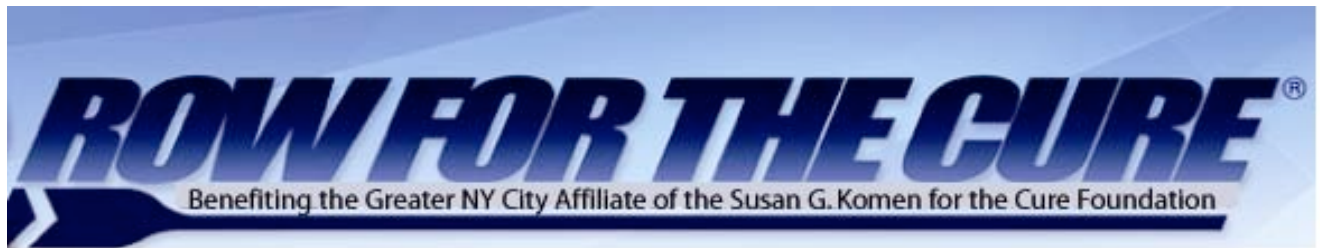
1	9:00	Dragon Boats	Open	
2	9:05	Mens	Masters	8+
3	9:10	Mens	Open	4X
4	9:15	Mixed	Masters	8+
5	9:20	Womans	Masters	8+
6	9:25	Mens	Jr	8+
7	9:30	Mens	Masters	4X
8	9:35	Mixed	Masters	4X
9	9:40	Womans	Masters	4X
10	9:45	Mens	Open	4+
11	9:50	Mens	Masters	4+
12	9:55	Mens	Novice	8+
13	10:00	Mixed	Masters	4+
14	10:05	Womans	Jr	8+
15	10:10	Mixed	Novice	8+
16	10:15	Mens	Jr	4+
17	10:20	Womans	Open	4+
18	10:25	Womans	Masters	4+
19	10:30	Womans	Jr	4+
20	10:35	Womans	Novice	8+
21	10:40	Mixed	Novice	4+
22	10:45	Womans	Novice	4+
23	10:50	Mens	Open	2X
24	10:55	Mens	Jr	2x
25	11:00	Mens	Masters	2x
26	11:05	Mixed	Masters	2x
27	11:10	Mens	Masters	2-
28	11:15	Mixed	Masters	2-
29	11:20	Mens	Open	1x
30	11:25	Mens	Masters	1x
31	11:30	Mens	Jr	1x
32	11:35	Mens	Novice	1x
33	11:40	Womans	Open	2x
34	11:45	Womans	Masters	2x
35	11:50	Womans	Jr	2x
36	11:55	Womans	Novice	2x
37	12:00	Womans	Open	1x
38	12:05	Womans	Masters	1x
39	12:10	Womans	Jr	1x

Kayaks / Canoes				
41	12:20	Mens		2X
42	12:25	Womans		2X
43	12:30	Mixed		2X
44	12:35	Mens		1X
45	12:40	Womans		1X



**Checklist**

1. **Event registration and payment due on Regatta Central by September 20<sup>th</sup>, 2009.**
2. **US Rowing waivers signed, submitted on race day, OR US Rowing members complete their online waiver.**



## Local Establishments Lodging, Food Rentals

For a Complete listing of area lodging and dining establishments please on online to [www.villageofgreenwoodlake.org](http://www.villageofgreenwoodlake.org).

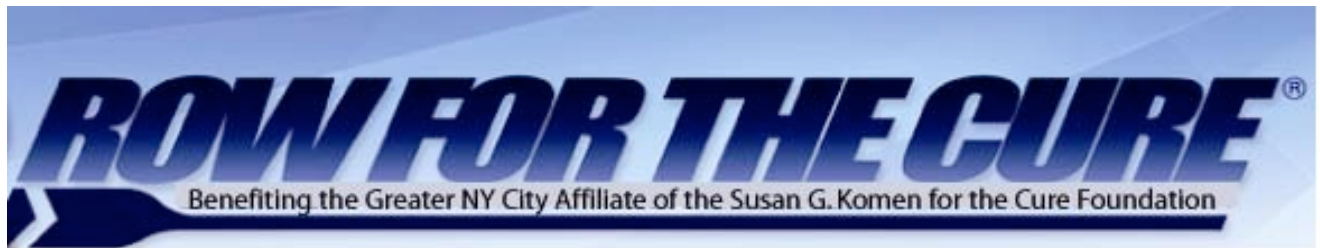
### Lodging:

Anton's On The Lake  
7 Waterstone Road  
Greenwood Lake, NY 10925  
(845)477-0020  
[www.antonsonthelake.com](http://www.antonsonthelake.com)

Breezy Point Inn  
620 Jersey Avenue  
Greenwood Lake, NY 10925  
(845) 477-8100  
[www.breezypointinn.com](http://www.breezypointinn.com)

The New Continental  
15 Leo Court  
Greenwood Lake, NY 10925  
(845) 477-2456  
[www.newcontinentalhotel.com](http://www.newcontinentalhotel.com)

Waterstone Inn  
62 Sterling Road  
Greenwood Lake, NY 10925  
[www.waterstoneinn.com](http://www.waterstoneinn.com)

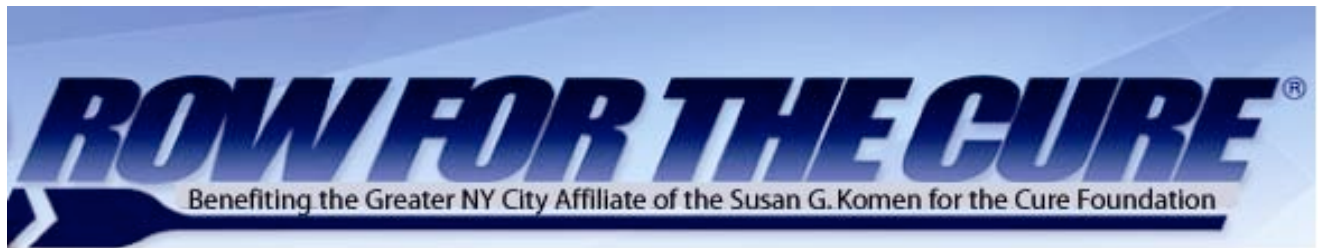


## East Arm Rowing Club 2009 Row For The Cure Registration Instructions

1. Go To <http://www.regattacentral.com>
2. Click on "New User" link to create your FREE user account (or log in if you are an existing user)
3. Click on "add a regatta to my calendar" Add the September 27, 2009 Row For The Cure – Greenwood Lake.
4. Click on My Entries on the left hand side of the page.
5. Click on Submit entry and then pick the event you would like to enter.
6. Start adding athletes to your selected events. Birth dates are only necessary for participants in the masters rowing races.
7. Include US Rowing #'s if participants are members.
8. Regatta Central will total your fees for you. Pay by credit card.
9. Have all participants who are not US Rowing members sign a US Rowing waiver. Turn in the waiver when you pick up your registration packet.

### Mailing address for waiver/pledges

Friends of The East Arm Rowing Club  
Row For The Cure – Greenwood Lake, NY  
PO Box 301  
Greenwood Lake, NY 10925



## Fundraising Tips and Tactics

*"Never think you need to apologize for asking someone to give to a worthy cause any more than if you were giving him/her an opportunity to participate in a high-grade investment. The duty of giving is as much his as is the duty of asking yours."*

– **John D. Rockefeller, Jr.**

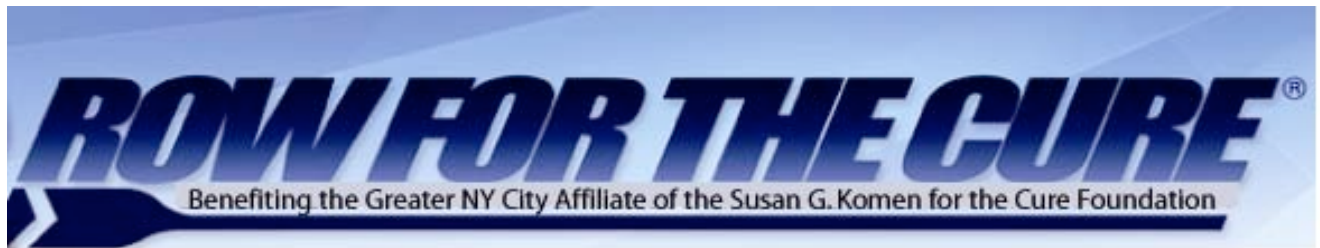
1. The main reason people don't contribute: NOBODY ASKED THEM!! So Ask! Ask!
2. Make it personal. People don't give to institutions; they give to the person who asks them. Communicate your reason for participating in the Greenwood Lake Row For The Cure and share your story with potential donors. Remember that you aren't asking for the money for yourself. Pledge donations will benefit many individuals, provide free mammograms and save lives.
3. Don't get discouraged. If you aren't getting any "nos" you aren't asking enough! Or maybe you're just THAT GOOD!
4. Start Now! Begin collecting those pledge donations as you prepare for the Row, and don't forget to ask during October – Breast Cancer Awareness Month. The fundraising continues through the end of October.
5. DO A LETTER WRITING CAMPAIGN. Utilize the sample letter included in this packet and send it to your whole CHRISTMAS CARD LIST. If you include a stamped self-addressed envelope, people will send their checks and you will have less collections to do later.
6. Hang a race poster and a few brochures at your desk or on your fridge at home. Be prepared to tell people how important the Race is to you and ask them to support you by making a donation.

### MORE TIPS

1. Always set a high goal. Find out the average amount each participant usually raises to give yourself something to shoot for. We suggest that each rower try to collect \$150.00, which is the cost of a mammogram.
2. Go first to the people you know will give the most, which will set a benchmark for the others.
3. Don't apologize for asking. This is an opportunity for them to support a great cause
4. Don't forget to sponsor yourself.
5. Ask local businesses you frequent, such as your hairdresser, chiropractor, or massage therapist.

Don't get discouraged. Remember, you're not asking for money for yourself, but for people in need.

All **pledge donation** checks should be made out to **Komen Greater NY City**, and sent to: The Friends of East Arm Rowing Club, ATTN Jean Zimmer PO Box 301, Greenwood Lake, NY 10925. Pledge donations are tax-deductible.



Sample Sponsor request letter

Date

Name

Address

City, State, Zip

Dear \_\_\_\_\_,

Hello! I'm writing to tell you about an adventure I've committed to this fall! I have registered to participate in Row for the Cure® on Sunday September 27th. The regatta is hosted by the East Arm Rowing Club (EARC) to benefit the Greater NY City Affiliate of Susan G. Komen for the Cure breast cancer foundation. The Foundation's promise is to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cure. The Row for the Cure® is a local event held on Greenwood Lake and 75% of the proceeds will benefit the local affiliate of the Komen Foundation. Part of this money is used for breast cancer outreach and education, funding a free mammogram program and supporting treatment programs. The other 25% goes directly to breast cancer research through the Susan G. Komen for the Cure Breast Cancer Research Grant Program.

The fact remains that still one in eight women will be diagnosed with breast cancer during her lifetime. That's why I am Rowing for the Cure.

This race is important to me because.....(insert your personal story here)

You can join me in my fight against breast cancer without even breaking sweat! Would you please consider a \$150 pledge to support my effort and our local Komen Affiliate? Your contribution is tax deductible to the fullest extent allowed by law. \$150 is the average cost of a subsidized mammogram.

Thank you for taking the time to read and consider this opportunity. Please contact me if you have any questions or if you want to learn more about the Komen Race for the Cure® and East Arm Rowing Club's Row for the Cure®

Sincerely,

(Your Name)

