



Photo courtesy of Joel Coster '75

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Strokewatch is the newsletter of the UCLA Men's Crew. Its editor is Kyle Knoll '15.

FOUR PRESIDENT'S MESSAGE

To say that FOUR is thrilled with the new coaching staff, headed by Simon Hoadley, would be an understatement. It's reflected not only in the faces of the student athletes, but in the scale of donations that the program is receiving from our alumni and corporate matching donors. The program is organized with equipment planning phased three years into the future. We saw this immediately when, on his first day, Coach Hoadley took stock of the aging fleet inventory, and then projected out on what we need to win. The enthusiasm is reflected in the faces of the student athletes, who are engaged in a competitive and fun program under a coach who understands the technology of the generation.

Finally, we are seeing the dividends from our alumni, with two major \$100,000 gifts received this past month, alone. We are all chipping in now - my family's check cleared last month, and we intend to give more. So, your charitable, year-end tax deductible gift will certainly be put to good use and is very deeply appreciated. In short, we are building the program that we expect to see at UCLA.

The FOUR Banquet and Alumni Weekend is scheduled for the weekend of February 25th with the traditional silent auction, wine tasting, and awards. Your auction gifts and any time you have available to help organize this event are greatly appreciated. Expect loud

reunions of the 1967 and 1977 teams, in particular.

We will also hold an open FOUR Board meeting on the Saturday afternoon before the banquet, and continue to host monthly teleconference working meetings. You are welcome to attend these meetings - just send me an email or call me at the number below. You will hear many voices, very focused, with a "tend to our knitting" approach to this amazing program.

As always, it is a pleasure to serve, and your questions, suggestions, and concerns are welcomed and appreciated. I may be easily reached on my mobile phone (916) 396-4266 and email (wpalmer@palmercorp.com). Again, you have an open invitation to attend our monthly Board meetings. My best to you and your families during this holiday season.

William W. Palmer,

Volunteer President of F.O.U.R.



EARLY SUPPORTERS FOR THE 2016-2017 SEASON!

**National Team
(\$5,000+)**

Mary H. Gray

IRA Champ

(\$2,000 to \$4,999)

Bill Palmer '85

Pac12 Champ

(\$1,000 to \$1,999):

Alex Frasco '73

Varsity Boat

(\$500 to \$999):

Mark Fall '83

Edward J. Bold

Blue Chip Recruit

(to \$499):

Ted Humphrey '86

Pete Marchewka '69

Don Harrier

Kane Schaller '98

Robert Arthur Nelson '62

Phillip Goulding '73

Roydon Steinke

Kevin and Sonia Still '83

Raymond Lewis Waters '55

Donald and Cathy Pierro '76

Russell Rowell '82

Martin Graham '64

Christopher Lee

Leopold Andreoli

David Arnold

Judith and Bruce Kerns

Alfred Feldman

Robert Arthur Nelson

Brendan and Lisa Busse

Mark and Jessica Rhee

Robert Sire

*Donations from July 1, 2016
through December 9, 2016*

COACH'S CORNER- AN UPDATE ON THE YEARLY BUDGET

In International sport there is research that looks into the actual cost of an Olympic medal. Independent research done after the last Olympics found that most countries spent surprisingly similar amounts per medal. Great Britain spent \$10.9million per medal, Australia spent \$12.5million, New Zealand spent \$11.6million and the US was estimated to have spent about \$11million per medal (based on their medal cost at the London Olympics). These costs are just the funding directed to supporting Elite Athletes, and don't include

other required infrastructure such as stadiums and competition venues.

Rowing is no different, and that includes Men's Collegiate rowing here in the US. Cal and Washington have budgets of over a million dollars, and are ranked near the top of the pile. Michigan is ranked around 25 in the nation, and is also the top club program, and has a budget close to \$400K. Washington State is ranked around 30-50 and has a budget of \$300K and then schools like UCLA, with annual budgets of closer to \$100K,



are left to fight for a spot on the ladder outside the top 50. **Any desire to increase our level of success must be tied closely and strongly to an increase in budget.**

This is the expense breakdown for the previous few seasons. This is taken from the Club Sports Accounting Reporting System.

UCLA Recent Budget					
	2012	2013	2014	2015	2016
Outflows					
Coaches Wages and Benefits	55000	56000	56000	60000	62000
Uni Fleet expenses	4000	9000	6000	7500	9000
Boathouse Operating expenses/Gasoline	0	5000	5000	0	8600
Postage and Print	0	0	0	5000	9000
Awards and events	1000	0	6500	8800	7500
Fleet Maintenance, new equipment	6000	60000	9000	12000	23000
Clothing	7500	12000	11000	5000	13000
Supplies	500	0	200	750	2000
Spring Break Training and camps	4000	300	2700	100	6000
Race Expenses	22000	2250	5000	9000	5000
other expense (park, meal)	7500	8500	200	0	5000
Total Outflows	\$ 107,500	\$ 153,050	\$ 101,600	\$ 108,150	\$ 150,100

COACH'S CORNER- AN UPDATE ON THE YEARLY BUDGET (CONT'D)

These groupings are slightly different to the way club sports system budget, and represent more rowing specific topics that should help with managing our budget. There a few key things to note.

-Historically boats and equipment have been managed mostly separately from this budget, and have required one off specific donations. The problems with this were covered in a previous Fleet Replacement.

-Regatta and race expenses are often difficult to identify and appear in different lines in different years.

-The current budget does not even include racing at the Pac-12 Championships or ACRA National Championships, so the team did not attend either last year.

A Budget Comparison

Despite the obvious desire to claim back the Pac 12 title from Cal and Washington, the difference in budget is vast, and so our first step towards that goal should be to target Michigan. Michigan have been the dominant Club Program over the last decade, winning the National Championships regularly, beating multiple Varsity Programs, ranking in the top 25 Varsity Eights consistently, and have also been placing rowers into National Teams after graduation. Matching Michigan on budget would create opportunities to duel and best Stanford and Oregon, who are both currently about the same speed as Michigan.

Fortunately their 2010 financial statements are available to us, so we can build a comparison against what a successful budget looks like.

Yellow is the UCLA Ideal Budget for 2017, and Blue is the Michigan Budget for 2010.

UCLA Recent Budget						Ideal Budget	2010 Michigan
	2012	2013	2014	2015	2016		
Outflows							
Coaches Wages and Benefits	55000	56000	56000	60000	62000	90000	90000
Uni Fleet expenses	4000	9000	6000	7500	9000	8000	8000
Boathouse Operating expenses/Gasoline	0	5000	5000	0	8600	10000	25000
Postage and Print	0	0	0	5000	9000	9000	8200
Awards and events	1000	0	6500	8800	7500	7500	5200
Fleet Maintenance, new equipment	6000	60000	9000	12000	23000	53000	77000
Clothing	7500	12000	11000	5000	13000	13000	10500
Supplies	500	0	200	750	2000	8000	20000
Spring Break Training and camps	4000	300	2700	100	6000	35000	35000
Race Expenses	22000	2250	5000	9000	5000	35000	38000
other expense (park, meal)	7500	8500	200	0	5000	5000	0
Total Outflows	\$107,500	\$153,050	\$101,600	\$108,150	\$150,100	\$ 273,500	\$ 316,900

Funding the Budget

If the athletes can seek to improve their contributions, it is hoped that the Alumni will at least match this growth, and drive our budget up to where we can develop a program that can compete with the big teams on the water.

There seems to be a strong desire from both within the student body and also the Alumni to see UCLA

become a top ranking rowing team in world collegiate rowing. We would like to add in yearly trips to the Head of the Charles that create extra opportunities for Alumni on the East Coast to come and watch the team, and also to explore the idea of racing internationally at events like Henley, the International Universities Regatta in China or the I-Lan Collegiate Invitational Regatta in Taiwan.

As Head Coach, I look forward to your feedback on this proposal.

Simon Hadley

2017 ALUMNI & PARENTS BANQUET - SATURDAY, FEBRUARY 25, 2017

This year's banquet will be held once again in Pauley Pavilion's exclusive Pavilion Club! Every year the number of alumni and parents attending this event grows ... The Pavilion Club will allow you inside the recently reinvigorated Pauley, home of the currently #2 nationally ranked men's basketball team, with its magnificent foyer, complete with salutes to Coach Wooden, UCLA All Americans and the 112 NCAA Championship teams.



Once again, this is an opportunity for UCLA Men's Rowing alumni, their guests, current athletes and their parents to mingle, reminisce, rekindle friendships and realize the merits of rowing at UCLA. A cocktail hour with wine tasting and silent auction viewing will lead to an always generous and delicious buffet.

Look for your invitation in the mail in January and join us in late February !

Can You Donate to the Silent Auction?

Do you have access to tickets to sporting events, vacation property, rowing or UCLA sports memorabilia, Pro sports memorabilia, or hotel/restaurant gift certificates?

Please contact Jim Jorgensen '70 at imgrounded@earthlink.net or 949-244-5643.



Alumni Racing is scheduled for the morning of Sunday, February 26, 2017. Following the morning "racing" there will be a brunch.

Organize your boats early!



The \$100k Club: Announcing the Terry Oftedal Endowed Men's Crew Centennial Scholarship and Mary Jo and Bob Newman's gift to strengthen the coaching staff



UCLA Men's Crew would like to **thank Kathryn and Terry Oftedal (1970) for their generosity!** Kathryn and Terry have established the **Terry Oftedal Endowed Men's Crew Centennial Scholarship**, an endowed fund to provide financial aid to student athletes who demonstrate leadership participating in Men's Crew. Recognizing the Berkett Scholarship, the Oftedals were inspired to give back and "do something [they knew] to be right and true". The Oftedal Scholarship, in perpetuity, will support a student's educational costs and will provide opportunities for education, priceless friendships, and greater understanding of themselves through rowing. The scholarship will be awarded annually beginning in Fall 2017. By reducing the cost burden of attending UCLA, this tremendous gift will ensure student athletes' ability to focus on the sport and their academics, as well as help retain elite athletes in the program for generations to come.



Thank you to Mary Jo and Bob (1970) Newman! Mary Jo and Bob have generously made a gift to Men's Crew of \$100,000 **to provide essential resources to strengthen the coaching staff.** Rowing has become significantly more competitive over the years and the success of any program begins with the tone established by the coaches. Securing the best coaches and



offering competitive salaries is vital to ensure that UCLA strengthens our program through recruiting, management, and development of a culture of goal-driven training and performance, emphasizing team and individual strengths, independence, excellence, and winning. Coaching from 1980-1984, and named Pac-8 Coach of the Year in 1981, Coach Newman knows first-hand the importance and impact the coaches have in creating a world-class rowing program. The Newman's lead gift on this initiative is just the beginning that will elevate UCLA Men's Crew to the next level of greatness!

Berkett Scholarship Update: A Profile of 2016-17 Recipient and Team President Coxswain **Madelyn Avjean**

Why did you choose UCLA?

The Design Media Arts (DMA) program at UCLA is ranked top 15 in the nation. I knew that I wanted to be in a high ranking design program structured around hands-on practice. As a large public university, I felt that UCLA gave me a space to grow and experience more than just what DMA had to offer.

What attracted you to the sport of rowing?

I have always been competitive and athletic but was never good enough at sports in high school to pursue athletics in college. Being on the rowing team as a coxswain is the perfect opportunity to push my competitive mindset and desire to be active.

What do you love about the sport after being in it for 4 years?

I love that the team has brought me my best friends, provided me with a competitive environment, and given me a chance to serve my fellow teammates and university. Knowing that I have made lifelong friends in the sport and that I have joined the UCLA Rowing family will transcend my time at UCLA. In addition, being on the team has given me a rich opportunity to utilize my competitive nature which is something not many other clubs at UCLA could offer. I have loved the leadership experience of being on the team, not only as a coxswain but also as team President for 2 years.

How are your involvement in the program evolved over your last two years at President?

Going from the unboated novice coxswain to the sophomore coxswain who shockingly got the 2V8 to being the V8 coxswain and two-year President, I have gotten the chance to experience this team at all levels. Becoming President was a huge chance for me to also excel as a coxswain and push myself to be at the top of our program. Since becoming President I've made this team my primary focus over the past two years and I have become fully invested in not only my success, but in the overall success of the team. In my final year on the team I am looking forward to helping the younger athletes transition into leadership rolls and give all of the athletes a chance to impact the team.

What have you learned from your involvement in the sport?



Being a part of this team and being President has really helped me grow as an individual and as a leader. Being on this team has given me something to be grateful for every morning and something to push myself towards every season. I've learn to respect my teammates and other teams for the hard work that they all put in. I've also learned how to fail and how best to respond to failure. It taught me how to manage people and to get to them to have the best possible experience on this team. I have also learned to problem solve when things do not go as planned. I'm lucky to graduate from college and walk away with the leadership skills that I have gathered from rowing.

What does receiving this scholarship mean to you? How will it impact you?

Receiving the Berkett Scholarship is a great way to bring my time on the team and at UCLA to a close. Rowing has been a huge part of my routine at UCLA since the start of my freshmen year. I am grateful that my time and dedication to the team is being recognized by this scholarship. During the rest of my time on the team and in the years to come, I hope I can continue to serve UCLA Men's Rowing in return for everything it has given me.

What are your career aspirations?

I plan to graduate at the end of this school year. I am still open to career paths but I would like to do creative work whether that is at a design firm or in the design/marketing department of a larger company. I have a strong background in graphic design and print layouts. I am also interested in further exploring user interface/user experience design and video production which I have studied during my time at UCLA.

A New Tool for Rowers and Alumni Alike: Introducing ‘The Network’

This past year, FOUR has been searching for new ways to use the website as **a tool to connect the alumni group to the current rowers**. After a series of consultations with the FOUR Board and rowers themselves, we are announcing a new program that **builds a rowing alumni reference database** for the networking purposes of the rowers.

This tool has been quietly launched with great success, and now we are calling on all alumni and friends to partake in this exciting program. Our rowers will have the opportunity to engage with our world-class alumni so

that they can continue their success after UCLA. This also gives you a chance to network with your colleagues and peers; **who wouldn't want to work with a former rower!**

To participate, all you need to do is **follow this link** and fill out the very brief form.

www.uclamensrowing.com/network

Below you will find a sample bio for Joe Bruin.

Joe Bruin

joe.bruin@gmail.com
555.555.1911

Joe is available to give advice on resumes or to give mock interviews. Joe is also able to share insights on what it is like in the mascot industry.

Mascot -- UCLA
1911-Present

PhD Electrical Engineering '77
UCLA

BS Political Science '67
UCLA



Here is a short list of what the current rowers are interested in:

Graphic Design or Input/Output User Experience
Orthopedic Surgeon
Accounting
Agriculture Industry

Auditing
Investment banking
Financial Services
FBI
Paramedic
Law
Climate Change Resolution

Astrophysics
Optometrist
Renewable Transport
Entrepreneurship
Advertising
Filmmaker
App Developer

Sports Psychologist
Neurosurgeon
Mechanical Engineering
VFX Producer
Politics



Connecting Rowers to our Alumni

By bringing generations of rowers together, we can establish a sustainable community for the support and growth of the UCLA Men's Rowing program.

CREATE A PROFILE

VIEW OUR NETWORK



Friends of UCLA Men's Rowing
c/o Kyle Knoll
8101 Fordham Road
Los Angeles, CA 90045

ABOUT FOUR AND YOUR CONTRIBUTION

The Friends of UCLA Men's Rowing (FOUR) provides financial support and assistance to the UCLA Men's Crew. The Men's Crew is wholly self-financed by oarsmen, alumni, and friends. For the program to continue to grow and prosper, it is vital that new sources of revenue be found.



Current Funding: Today each UCLA oarsman must pay roughly \$1500 per year to row. This figure covers approximately half of the per-oarsman cost of equipment, travel, salaries, uniforms, etc. The balance of the annual operating budget must be made up with contributions from donors. To ensure the young men who want to row have the same rich rowing experience we had, you can help by sponsoring an oarsman for a year through a donation of \$1500.

Future Funding: One of the most important functions of FOUR is building an endowment. A gift to the Endowment will provide for the program in perpetuity.

How You Can Donate:

Online: You can give online by clicking the link "GIVE NOW" in the upper right corner of our website at www.uclamensrowing.com.

By Check/Mail: All checks should be made payable to "UCLA Foundation," please indicate on the memo portion of your check either:

- Men's Crew Current Expenditure Account
- Men's Crew Endowment

Mail to: Friends of UCLA Men's Rowing
c/o Kevin Still
5 Ivy Place
Hartsdale, NY 10530

You will be mailed a receipt from The UCLA Foundation specifying the amount and specific fund designated. Please verify that your donation was directed according to your wishes.

FOUR is a non-profit organization as defined in Section 501(c)(3) of the Internal Revenue Code (Tax Identification No. 95-3426607) and is affiliated with the UCLA Alumni Association. Operational and endowment funds raised by FOUR become part of the UCLA Foundation. Your donations are tax deductible.
