

JULY 2015

Message from the Office of the President/CEO

"We're moving." Years of planning and work associated with the relocation of CA headquarters to a new site have culminated in these words. Yet, the positive aspects of the new location are beginning to pale in the realization that, in six weeks, CA is vacating the building which has borne its name and been its headquarters since 1992. A certain nostalgia is setting in as we realize the list of "former CA headquarters sites" will soon include Wincopin Circle.

Columbia Association opened its first office in 1966 in the "Bungalow" in Wilde Lake. There is some uncertainty as to which building the name refers. It was probably one of the historic buildings in Wilde Lake since no new buildings existed in 1966.

In 1968, CA moved its office to 200 Wilde Lake Center where it occupied space above the shops. CA stayed there until 1971 when it moved to the Century Plaza building at the intersection of Governor Warfield and Little Patuxent Parkways.

In 1975, financial concerns caused CA to move to the Banneker Building located behind the firehouse. This space was already occupied by CA Open Space and transportation services (ColumBUS and Call-A-Ride) and was known as the Public Works Garage or PWG for short. PWG was considered an unrefined appellation for a headquarters location, so the space was nicknamed the more elegant "Le Garage."

In 1984, CA moved to One Knoll North, part of the property of the Columbia Medical Plan. In 1988, it moved to the Lakeview Building on Broken Land Parkway.

CA relocated to its present site on Wincopin Circle in 1992. The building was previously known as the Teacher's Building and had housed the Ryland Group. When Ryland left and Columbia Association moved in, the building was renamed the Columbia Association Building.

The Columbia Association Building is the only building which housed each of CA's presidents and acting/interim presidents from CA's inception through summer 2015: Padraic M. Kennedy; Deborah O. McCarty; Charles D. Rhodehamel (acting president); Maggie J. Brown; Phillip L. Nelson; Susan M. Krabbe (interim president); and Milton W. Matthews. It has been home to organizations such as the Columbia Forum, Columbia Foundation, Columbia Festival of the Arts, Columbia Birthday, Columbia Volunteer Corps, Marriner Marketing, and Howard Hughes Corporation; and served as a welcome center after the Rouse Company's Welcome Center closed in 1989.

It is a singular place filled with memories. In time, its flaws will be recalled with a certain humor, its good times with great relish, and its sad times with softness to ease the pain. It will be remembered as a Grande Dame of CA's headquarters buildings and it will be missed.

Sport and Fitness

Aquatics

Columbia Neighborhood Swim League (CNSL)

The Columbia Neighborhood Swim League is now halfway through the 2015 season. Teams took part in two of the local Howard County Independence Day Parades, showcasing team floats (in many cases designed by swimmers), banners and hundreds of cheering swimmers whose spirits were far brighter than the gloomy rainy morning experienced on the Fourth of July.

The league is preparing for the closing meets of the season, with two remaining dual meets. Teams are also gearing up toward end of season social events including 14 individual team charity events. In many cases, these events are held overnight with swimmers encouraged to swim a high number of laps to raise money toward designated charities, including the Howard County Food Bank.

The league has had a staff of 48 coaches this summer who have all showed tremendous commitment to their teams and communities. The coaches have each put forth hours of hard work at practices and team functions, providing a fundamental and enjoyable summer program to kids ranging in age from 3 to 19. The All City Championship Meet, set to take place on July 25 at the Phelps Luck Pool, will wrap up the 2015 CNSL season.

Clippers

The Clippers team participated in the Independence Day meet at University of Maryland, Baltimore County, on June 27 and 28. The 63 swimmers who attended came away from the stormy weekend with 225 new personal best times. Five swimmers achieved new time standards. As of this meet, the team has achieved 6689 personal best times over the season.

As of July 6, 124 swimmers have registered to try out for the 2015-2016 season. Returning registrations are currently ongoing and it is anticipated that there will be approximately 45 open spots for next season.

Columbia Gym

The annual shutdown began on June 1 and was completed by June 12, allowing the club to open two days early; this was well received by members. A great deal of work was completed during the shutdown including revitalizing the main fitness area, resurfacing the floors in the adult arena and all studios, upgrading fitness equipment and TV's, replacing the wall pads in both arenas, painting, scrubbing, carpeting, pool, sauna and locker rooms maintenance and much more.

With reopening, new Personal Training programs and initiatives have been launched, summer camps and swim lessons have commenced, exciting new group fitness classes are being offered and birthday party offerings have been expanded. The Martial Arts Department hosted an open house event on May 9, has been presenting at community events and is adding a new program called Fit Defense. Overall club usage continues to be high.

Columbia Ice Rink

The Ice Rink is shut down for the summer from June 7 to August 9. A small team is working to perform annual deep cleaning tasks and maintenance of rental skates and hockey equipment. Two small capital projects will take place this July: replacing the battery on the Zamboni and replacing the rubber floor in the Birthday Party room.



Fitness - Wellness

Community Health

The spring session of Optimal Health concluded with positive results in weight loss, inches lost, BMI improvements, and numerous testimonials on how participants are more active, eat better, and have a better understanding on how to make healthy changes to their daily lives.

The Community Health team is working with leaders in the Obstetrics/Gynecology practices of Howard County General Hospital to develop a new Optimal Health program "My Baby & Me"; a 12 week program for prenatal through postnatal women who want to improve their health. The program includes specialized group exercise classes, wellness coaching with a certified coach, and nutrition education with a Registered Dietitian. A free pilot session will begin in September and registration begins July 15. For more information, contact Shawni Paraska, Community Health Director, 410-715-3128 or shawni.paraska@columbiaassociation.org.

CA Team Members are invited to participate in Vitality - a free online based program to help with mental and physical health. Vitality Champs have volunteered to help motivate and inform team members of the benefits and rewards of the program.

Personal Training

The Personal Training team is now offering complementary 15 minute classes, at 15 minutes past the hour, when a personal trainer is available. This initiative is called "15 on the 15". The purpose is to educate and motivate members and increase awareness of the Personal Training Department within the fitness clubs.

The Personal Training Department at the Athletic Club has launched monthly sales training for trainers, by trainers. Training will be offered monthly at the Athletic Club and quarterly at all team meetings. It is open to all trainers in the department.

At the request of the Personal Training staff, the Department has begun a partnership with Chesapeake Physical & Aquatic Therapy. This will include a monthly Q & A session to help educate CA trainers on how to better serve clients that are currently undergoing physical therapy or have recently completed physical therapy and are considering personal training. The focus is not only to educate our trainers but also to provide the safest, post-rehabilitation experience for clients.

The Personal Training Department has begun an initiative with team members at CA Headquarters, led by Denise Jenkins, Personal Trainer, called "Leave Your Desk and Move!". The purpose of the initiative is to create wellness opportunities and to improve health across the whole CA team.

Tennis

The new Junior Team Tennis program began on June 29. This is a team-based junior competition involving boys and girls as part of a team. Age levels include 10s, 12s, 14s and 18s. Juniors play singles and doubles matches against other teams and they attend one weekly practice and have one weekly match. 48 juniors are registered and competing. CA Tennis summer junior and adult programs began on June 22 and June 26 respectively.

USTA league play continues to thrive at all four CA tennis clubs and Cardio Tennis continues to be very popular.



The Tennis Department hosted its first ever United States Tennis Association (USTA) sanctioned tennis tournament for Boys and Girls, ages 12 and 14, on June 26 to 28 at the Columbia Athletic Club. We had 34 participants from all over Maryland.

The Tennis Department also hosted its first ever USTA 10-and-under tennis coaches workshop on June 28 at the Columbia Athletic Club. Forty-four coaches from all over Maryland attended, including 14 CA coaches.

On June 5, CA provided courts at Wilde Lake Tennis Club for the University of Maryland's Shock Trauma Charity Event. Approximately 30 players participated in the event.

The Tennis Department hosted an Adult Social at Wilde Lake Tennis Club on June 20, with 43 participants.

SportsPark and SkatePark

The capital project to replace both bridges on the miniature golf course was completed successfully. The bridges had not been replaced since the opening of the SportsPark in 1998.

The SportsPark hosted Earth Resources Technology's corporate outing and hosted a fundraiser for the University of Maryland, Women's Basketball Team. Celebrity Brenda Frese made an appearance for the fundraiser.

Planning & Community Affairs

Development Monitoring

Staff from the Office of Planning and Community Affairs continued to monitor development in and around Columbia. The updated the Development Tracker, which tracks development proposals and meetings for sites in and close by to Columbia is available on-line at <http://bit.ly/DevelopmentTracker>. This is updated at least monthly. Planning staff also attended various public meetings related to planning and development including the second and third meetings of Howard County's Adequate Public Facilities Ordinance Task Force and the funding roundtable discussion on the existing pedestrian bridge over Route 29.

Bicycle and Pedestrian Counts

In May, CA counted users on the pathway system at key pathway locations. The summary report of counts and findings, including comparisons to last year's counts, is now available at bit.ly/pathwaycount2015. The results show an increase in pathway usage.

Environmental Sustainability

CA continues to establish itself as a community leader in sustainable energy. The two megawatt solar installation at Nixon Farm which will provide 25 percent of CA's power is coming online this month. CA also has several lighting retrofit projects underway at Kahler Hall and the RV Park and preparations for our combined heat and power (CHP) generator at the Supreme Sports Club are continuing. In addition to CA's internal efforts to utilize renewable energy, we are launching a community-wide solar cooperative program in August to assist residents with installing solar on their homes.

CA and the River Hill Village Watershed Committee in cooperation with Middle Patuxent Environmental Area staff conducted joint Weed Warrior training June 14th and 20th. A total of 14 Volunteer were certified as Weed Warriors for the MPEA and 8 participated in the additional field training and were certified as Weed Warrior Leaders for CA.

At the request of the Wilde Lake Village, staff conducted a tour of bioretention facilities for residents and Village Board members. Residents along Reedy Brook, Snowy Reach and Cloud Burst have been experiencing stormwater runoff problems. One of the solutions is the construction of a bioretention facility next to the tot-lot in Open Space between the three streets. Residents wanted to see similar projects that CA has already built. 10 residents and Village Board members looked at three bioretention facilities in Owen Brown adjacent to tot lots or day care facilities built by CA.

The rain garden cost share program started up again and installed 13 new rain gardens in June bringing the total to 195 gardens installed by CA's cost share program.

Community Services

Columbia Art Center participated in ARTreach, a free community arts festival held on June 20 in Long Reach Village in conjunction with the Howard County Arts Council, Howard County Government, Columbia Festival of the Arts, and Long Reach Community Association. ARTreach provided free family art activities including face-painting, pinata making, and ceramics wheel-throwing. Many artists gave demonstrations in fused glass, bead-making, blacksmithing, wood carving, wood turning, and more. A variety of free music and dance performances went on throughout the day on two different stages. More than 1000 people attended ARTreach, and prior to the event nearly 100 community members worked to create a mosaic mural that was unveiled and is now permanently displayed on the brick wall near the former Safeway space. The festival ceremony was held at noon with several local politicians speaking. Milton W. Matthews, president/CEO of Columbia Association and Andrew Stack, vice chair, Columbia Association Board of Directors were present for the event.

Camp Make A Difference (CMAD) had a positive first week. Fifteen campers participated in service projects at the senior center, Howard County Conservancy, Days End Farm Horse Rescue, and Community Action Council of Howard County's Community Garden where the campers helped pick 64 pounds of vegetables for the food bank. A session on Hands Only CPR was added on Wednesday afternoons and Success in Style, along with CA's Watershed Group, joined CMAD as partners this year. Also this year, CA scholarship winners were invited to speak to the campers on opening day to illustrate that students can make a difference.

Columbia Archives provided images for an upcoming book titled "A Nice Place to Visit: Tourism and Urban Revitalization in the Postward Rustbelt", by Aaron Cowan to be published by Temple University Press. For the chapter on Baltimore we were able to provide images of James Rouse and Mayor William Donald Schaeffer at the Harborplace opening.

Communications and Marketing

PR and Media Pickup

Three press releases were sent between June 12 and July 8. High-profile coverage during that period included an article in the *Columbia Flier* about the CA Board's ethics discussions; a *Columbia Flier*

article and video about Juan Dixon's basketball camp at Supreme Sports Club; and an appearance by a CA staffer on Maryland Public Television's "Direct Connection" to discuss how we keep chloramine levels down in our pools.

Publications

CA Monthly's July theme is *CA Partnerships*. The 2015 *At a Glance/CA Annual Report* was recently mailed with the annual charge form in July. The Fall Activities Guide is in production.

Events

The Lakefront Summer Festival is in full swing with 16 events that have already taken place. The Lakefront Lunchtime Concert Series is also underway.

Marketing/Promotions

Print Ads: Ads in the *Columbia Flier* and *Howard County Times* for the month of June focused on Haven on the Lake and featured Outdoor Yoga, Daily Use, Haven Classes and Spa Services. A Fairway Hills ad was also featured on the back page on June 11. CA sponsored the June 4 Laurel Leader and June 11 *Columbia Flier* "Congratulations to the 2015 Graduates" special section. The Youth and Teen Center is shown on CA's Mall in Columbia Directory Display ad for June, followed by Tennis in July. Haven on the Lake is featured in a large ad on buses in Montgomery County throughout the month of July. The new Korean translating services were advertised in the July 3 and July 11 *Korea Times* newspapers. The School Age Services Job Fair on July 7 was promoted in the *Pennysaver* and *Columbia Flier*.

Digital Broadcast: A general CA digital ad continues to run on Xfinity.com through Comcast. A general golf digital ad continues to run on ComcastSportsNet.com. A combination of radio and streaming online video ads ran on ESPN980 and ESPN980.com for golf during the week of the US Open Championship. Additionally, our golf TV commercial currently playing on the Golf Channel was also featured on Fox Sports, ESPN and ESPN2 during their coverage of the U.S. Open Championship.

Email Broadcast: Email broadcasts for both Fairway Hills and Hobbit's Glen were sent via CBS Baltimore and CBS DC in late June/early July.

Membership

There were 680 new memberships (59 from Haven) for a total of \$573,760.

Broadcast Media

July 2015 Columbia Matters Radio included Howard County Library Partnerships – Christie Lassen; Howard County Partnerships – Jane Dembner; CA School Age Services Department – Bunny Edgerton; Howard County Arts Council and Columbia Art Center Partnership – ArtReach; Lakefront Wed. Lunchtime Concert Series, Summer Lakefront Festival.

July 2015 Columbia Matters TV included Columbia Sports Park, Lakefront Summer Festival, Lakefront Wed. Lunchtime Concert Series, Haven on the Lake Mind Body Classes, Invite to CA's Lakefront Summer Festival, Skin Cancer Prevention with Dr. Harry Oken (CA's Medical Advisory Board Director).

Monthly Updates

Inner Arbor Plan and Organization

The annual meeting of the Inner Arbor Trust, Inc. Board of Directors is scheduled for Wednesday, July 15, 2015.

Haven on the Lake

We welcome Arielle Feinberg to the Department of Sport & Fitness as the new General Manager for Haven on the Lake. Arielle brings 10+ years in the spa and fitness industry to Haven on the Lake, and we look forward to her joining us in early August.

Dorsey Hall Meeting Room

Progress continues on the Dorsey Hall Meeting Room which is now fully framed and the work area turned back over to pool uses. Work on the Meeting Room will be completed prior to the end of the summer and the Meeting Room will reopen in time for the fall school programs.