



SNAPS FROM THE 2014 SEASON



Champions at Ballarat Regatta



Victorian State Champs – Youth Womens IV



Coaches bench:
Dave McGrath,
Dave Fraumano and
Dave Colvin

MESSAGE FROM THE PRESIDENT



Welcome to our Nationals newsletter edition.

The domestic competition season is complete with the National Championships held at the National Rowing Centre in Penrith, NSW. We have competed in a total of over six (2000m) regattas this year with excellent results. Our wonderful member and regatta commentator extraordinaire Rodger Wilson is once more trying to share the calls with other crews yet

must once more resort to declaring that **MERCANTILE WINS THE RACE.**

We had a significant presence with much success at the 100th running of the Henley Regatta on the Yarra.

The Nationals are once more complete with a new batch of Mercantile national champions. It was great to see our next batch of champions cross the line for the first time. Congratulations to all our crews on a host of Henley, state and national championships.

We also wish our crews racing at Royal Henley success. Remember crew members, it is against the current and longer than 2000m, and from bitter past experience these facts can become very relevant with 200m to go!

We wish all our team's good luck for the next phase of national selection then international competition. **GO MERCS.**

We continue our planning for the coming black tie fund raising dinner to raise money to eliminate our \$220K loan to the ANZ bank raised to complete our club house renovations. The event will be held on Saturday 13th September this year and all club members will be warmly invited. The format will be in the form of a standing auction with a minimum donation of \$250 hoped from each attendee. The format will call for all present to **STAND FOR MERCANTILE.** As the auction continues the longer one person stands, the more that person will donate to the club. We are very pleased to confirm that our triple Olympic Gold medallist, Drew Ginn, will be our guest speaker.

Thanks to all our members, coaches and volunteers for a successful competition season. Best wishes for the coming international racing season.

Mal Batten

SCOTCH MERCANTILE REGATTA REPORT

Your humble editor signed up for more punishment this year as Regatta Secretary for the Scotch Mercs Regatta on Saturday 15th March. I have to admit, it is the most relaxed of regattas really as we're dealing with some experienced operators here – with Andy Guerin and Bill Webster running the show, I know my only worries is the dodgy draws from Rowing Victoria (love you guys!). The day ran smoothly thanks to an awesome parents group of volunteers from Scotch's Cardinal Club, headed up by Stephen Webster, and Scotch took out the Schoolboys 1st VIII. A highlight of the day was hearing over the loudspeaker Bill sending off the last couple of races in quick succession so we could beat the coming thunderstorm!

Dee Bosler

COACH'S CORNER



As the regular domestic season comes to an end the obvious reflection is to look back to this time last year and see where we have come from. The renovation has quite simply transformed the clubhouse and the benefits have been immediate and impressive. Not

least the increased boat capacity but the new gym and equipment will allow us to condition our athletes to a far higher standard. Furthermore we can now legitimately say our "shed" is the most impressive on the whole drive and that will go a long way to help our recruitment drive. More of that later...

On the water, the club had a fantastic time at the Victorian State Championships, easily outclassing all our rivals with 24 gold, 13 silver and 5 bronze medals. This was more than double the number of gold's than the next best. This was, however, always a development year and while we have maintained our status within the state, we are still nurturing our talent on the national stage. The results were promising, but we know we will do a far better job this time next year.

We have been fortunate to secure the services of Chip Delany who has joined MerCs as the Youth Development Coordinator and who will coach the Youth Men. As I write, we are in the final stages to also bringing in two other coaches for the Youth Squads, one more for the women and a further coach for the men.

Already we are seeing the results of this work. This morning, there were three Men's Youth Vllls rowing side by side down the Yarra. With some good natured banter, they had a 'fun' sprint at the end to determine the first bragging rights of this exciting squad. Boys from many different schools made up these crews and it is going to be a really interesting and fun squad that develops.

The Henley Royal Thames Cup VIII has been provisionally selected and is training well under the coaching of Dave Fraumano. I understand that many supporters are now considering a trip over to Henley to see how they fair. It will be a grand event either way so if you are thinking of making the trip, you will have a great time!

Next week, the trialists will complete their last week of training before the trials start, once again at Sydney International Regatta Centre in Penrith. And with that we then start again for the 2015 season. MerCs is a twelve-month program and now that the clubhouse is finished, we are at the beginning of a very exciting and anticipated season. With luck and hard work it could be one of our best yet!

Mark Fangen-Hall

"MY MERCANTILE"

- Patrick Boomer

(Boomer's father raced with our head coach, Mark, some years back in the UK – or so the legend goes – and we welcomed Boomer Jnr into the Mercantile fold late last year. I asked him to share his thoughts on Mercantile – Editor.)



I was of course very nervous about coming to Mercantile given its elite reputation - well known, even in little, wet and windy Ireland on the other side of world. It was however, the hospitality shown by the athletes, coaches and Mercantilians alike which gave me a real sense of belonging, something hard to come by so far away from home.

My breath was taken away by the shed's surroundings, located in the heart of the city centre, overshadowed by the shiny sky scrapers with the mirky river Yarra flowing past. The shed itself was undergoing the final stages of renovation, which I must admit was very exciting and lucky on my behalf that I picked that time to join the club as I do not know of any other rowing club with the equivalent standard of training facilities at its disposal.

One of the many highlights of my trip was winning the Head of the Yarra. To date it was possibly the most physical race of my life, rowing with the likes of Josh Dunkley-Smith and David Crawshay to name a few, a race I shall never forget. I didn't think it was ever going to end!

Coming to Mercantile has improved my rowing dramatically, especially my sculling. A world-class program along with high quality coaching saw me to a top five finish at the Australian Nationals in the Under 21 single scull, and gold in the club coxless four, accolades beyond my expectations just months ago. It also gave my family a great excuse to come to Australia and see me compete!

When I go home and people ask me about Australia, I will tell them about the life-long friends and the infinite memories of Mercantile, where a part of me will always remain.

KAYAK REPORT

Kayakers Mathew French and Craig Picket attending Allison Mitchell's wedding to Andrew Lane on the banks of the Thredbo River in Jindabyne on 29 March. Good to see the boys are wearing their Mercs ties and congratulations Allison!



DATES FOR YOUR DIARY

Don't forget - First Thursday of the Month

Big Boat Row and BBQ

6pm row for 7.00pm BBQ

Friends and family always welcome.



CAPTAIN'S CHOICE

I have recently completed a market research report into the Mercantile brand. The report is provided below for your interest.



Time of Report: At the height of the domestic rowing season, with the international season just begun. This time of year sees the Mercantile name saturating the podium at SIRC (Sydney International Regatta Centre). This year, like last, the nationals were held at SIRC and included the first of the three World Cup regattas for 2014. It is at this time of year that Mercantile's brand recognition is strongest.

Research Results: There are some concerns with basic brand recognition. The word Mercantile is often associated with banking. However, this issue was only recorded among the non-core target groups. In the core target group, the word Mercantile was recognised as representing a world-class rowing club. Participants returned positive feedback for the mottos "the Mecca of rowing" and "Mercs works". Thankfully "Mercs worx" did not receive the same positive feedback.

Participants associated very reasonably priced, large volumes of food, with the Mercantile brand. There was a suggestion that to improve financial contributions to Mercantile, Coopers Beer should be on tap at the Mercantile bar. Respondents to the standard questions reported associating red with the name Mercantile and further reporting that red was much faster than blue.

Further Comments: The brand recognition for Mercantile is good - but could be improved. The Mercantile Club as a whole should make every effort to continually portray the club as it wishes to be known. A strong brand, associated with excellence in all its endeavours, will strengthen the Club into the future.

It should be noted that there was only one core target research participant. This participant attends Mercantile functions free and likes beer. This may have affected this report somewhat.

(I'd like to thank the Captain for undertaking this important market research and I think I know who the sole research participant was. – Editor)

MEET CHIP

Meet our newest coach, Chip Delaney – not to be confused with our longest serving coach, Chipper Colvin!

Chip started his rowing career at Xavier College, where he rowed two years in the 1st VIII before moving to MUBC, where he won three state championships in Youth and Under 23 level and represented Victoria twice. Since breaking his back in 2007, Chip has focused on his coaching career, working at Xavier College, Lauriston Girls School and Shelford Girls Grammar.

He's a serious and smart man – having worked as a journalist in West Africa, he's also lived and worked in Canada, Sweden and Japan. He is currently completing a combined MA in Journalism, International Relations and Philosophy. In his spare time, he also enjoys training as a kick-boxer and reading academic texts. I told you he was serious. Welcome Chip to Mercantile – we're delighted to have you!

MEMBERSHIP NEWS

Mercantile extends a warm welcome to all new members who have joined this financial year, and look forward to a long and happy association with our Club.

Seniors - Kade Greenland, Hugh McVicker, Salvador Henricus, Anna Pane and George Fitzpatrick

Junior - Max Arundel, Hugo Blomley, Joshua Clough, Dylan Curnow, Quentin Geczy, Griffin Heng, Samuel Hooper, John Kloufetos, Ellyse Maimur, James Roberts, Gus Robinson, Louis Schlaghecke, Georgia Stewart and David Titeu.

Kayakers - Adam Holovics and Christopher Smith.

THANKS TO BOB

A big thank you to Bob Lachal for driving our precious Mercantile boats back from Nationals!



HOUSE MATTERS

A Note from the Treasurer

Please note our bank account details have changed! You can make all payments to the club can be made via the website using your credit card (just enter the invoice number or a description of the charge in the 'Invoice Number' field). The club's new bank account details are on the website under 'Payments' too. For payments, we now also accept American Express (not online yet however.)

A Note from Maintenance

To help us help you – and help maintain our beautiful new clubhouse, we need prompt and correct identification of anything you might think needs fixing. Just send an email to a very easy address to remember - mercs.property@gmail.com - and things will get fixed!

MEET TYSON (AND GET FIT)

(I'm always impressed by our young athletes taking their love of fitness out into the wider world, so I've asked Tyson Sholl to share some insights to his new personal training company, ShollFit – Editor.)

ShollFit's mission is to educate the world about 'self-health', fostering well-being and creating happier lives.

Tyson says, "we live in an age that is gripped by disease and 'quick-fix' medications that are only causing greater problems. Heart disease, stroke, cancer and diabetes are among the most common, costly and preventable of all diseases in Australia; obesity and poor nutrition being the two greatest contributors."

"It is my hope that we can teach people how to take charge of their well-being, and that these lessons will be passed through the generations, making the world healthier and happier too."

ShollFit training sessions run daily at Como Park in South Yarra, as well as local 1-on-1 services. Check out his website at www.shollfit.com.au



THANK YOU TO OUR OUTGOING EDITOR

I'd like to take the opportunity to thank Susie Phillips for her amazing work setting up (and writing, and editing) The Mercantilian, which we all know and love. Thanks Susie! If there is something in this new edition you just plain don't like, blame me - from your new editor, Dee Bosler.

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