

March Council Meeting

By Vivian Krueger

Mayor Jay Gohman reminded residents to check with the Village office before starting any home improvement projects.

Garden Club flag

Lucy Maish, President of the TP Garden Club, presented a flag to the Village designed by John Maggard. The Garden Club is selling white flags with designs of a train going over the tunnel, a white squirrel, Tillie the Elephant, yellow daffodils and the gazebo on the Village Green. Contact Carol Barnes at (513) 831-1524 to purchase this beauty.

Congressman Wenstrup

Rachel Christian, Field Representative for Congressman Brad Wenstrup explained that residents may call any of his three offices which are located in Anderson Township, Union Township in Clermont County or Peebles in Adams County with any concerns and for help with Social Security, VA and Immigration issues. The Congressman's office number is (513) 474-7777.

Welcome Wirthlin

Chief Fiscal Officer, Mark Holcomb, invited residents to

stop by the Village office to meet Patricia Wirthlin, the new Assistant Fiscal Officer.

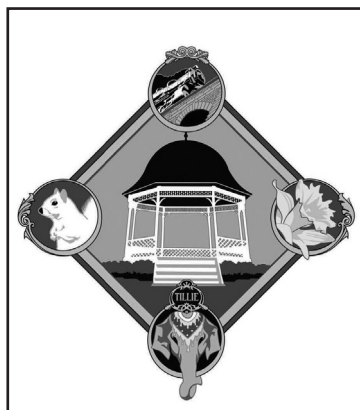
Martin Marietta mine

Robert Malloy, Solicitor, reported that the Martin Marietta original mine decision is going back to the Anderson Board of Zoning Appeals to be reexamined. The Trial Court and the First District Court of Appeals said there cannot be a "good neighbor fee" involved.

Life Squad and Fire Dept.

Emergency Medical Services (EMS) Chief John Maggard, reported there have been eight EMS runs since the Feb 2013 Council meeting. All four new recruits passed their State of Ohio written and practical examinations this month and need only to pass their National Registry test to be sworn in as full-time members of TP EMS. There will be another EMS class this fall. Please consider joining this organization as a volunteer!

Fire Chief Luke Frey is inviting all residents to attend the March 25 meeting that Duke Energy is presenting on electrical safety. Start time is 7 p.m. at the



Terrace Park flag designed by John Maggard

Community House.

Police and streets

Police Chief and Street Commissioner, Jerry Hayhow, announced that TP has applied for municipal road funds to repair the road from the Swim Club to Rt 50. The chief mentioned that the 2002 Crown Victoria police car and other surplus equipment are on the website at www.hamilton-countyauctions.com. Take a look!

Planning and Zoning

Councilman Tom Tepe, Plan-

(continued on page 4)

Village bulletin boards for government use only

By Carrie Carothers

Most Terrace Park residents are familiar with the wooden bulletin boards located at various points within the community. In the past, these boards were used for a variety of postings, including events and activities within Terrace Park. Today, however, the Village administration has limited the use of bulletin boards to postings pertaining to Village government business.

In her August 2012 "Did You Know?" email through TPList, Melanie Stutenroth, Clerk of Council, noted that the boards are located on Village property and are regulated under Chapter 1137 of the Zoning Code. Specifically, Chapter 1137.07 (G) of the Zoning Code states that, "No sign, with the exception of governmental signs, shall be placed in the existing public right of way." Stutenroth stated in her TP list message that

strict sign regulation is necessary "to avoid potential expensive legal battles for the Village..." The potential for legal action against local government entities and public universities arising from public bulletin board use has become a reality for several communities across the nation.

Non-governmental signs are subject to removal by the Terrace Park Police Department.

In related news, the bulletin board formerly located at Wooster Pike and Miami Avenue has been replaced with a smaller board and relocated further south on Miami Avenue. According to Chief Jerry Hayhow, the prior bulletin board, along with a Village sign, was located on property owned by the City of Milford. The move was described by Chief Hayhow as "proactive" and was not prompted by a request from Milford officials.



New bulletin board at the corner of Sycamore St. and Miami Avenue.

TPEG sponsoring clean up event April 20

April 20th is clean up Terrace Park Environmental Group. TPEG is looking for volunteers to join us in cleaning up the banks of the Little Miami River. Join us! Watch TP List for sign ups.

What is hazardous waste and how do I get rid of it once I know what it is?

"What do I do with this old mercury thermometer?" "I've got a lot of batteries that need to be thrown away!" "These CFLs do not last 5 years and they have mercury in them—how do I dispose of them?" "What about all these paint cans that are a fire hazard in my basement?"

GOOD NEWS!!!

FREE to Hamilton County, Ohio Residents Only—Hazardous Waste drop off day April 20th! (Time and place to be de-

cided). Bring proof of residency, such as a driver's license or utility bill. Hamilton County covers the cost per car dropping off material to encourage proper disposal of your household hazardous waste.

Acceptable Items:

- Pesticides/Fertilizers
- Solvents/Thinners
- Lawn/Pool Chemicals
- Cleaners
- Household/Auto Batteries
- Fire Extinguishers
- Propane Tanks
- Oil-based Paint
- Mercury
- Fluorescent Bulbs
- Driveway Sealer
- Gasoline/Motor Oil
- Antifreeze
- Thermostats
- Kerosene

Unacceptable Items:

- LATEX PAINT (see below)
- Radioactive Materials
- Medical Waste
- Explosives/Ammunition
- Smoke Detectors
- Tires
- Yard-waste
- Garbage
- Roofing
- Appliances
- Computers/Electronics

(save for the TPEG E Waste Collection June 8th) • Heating Oil or Fuel Tanks • Unmarked Cylinders • Fireworks/Gun Powder • Prescription Drugs

How to dispose of Latex Paint:

Did you know latex paint is not hazardous and can be safely thrown away with your regular trash once it is solid. Simply leave the lid off and mix in sand, sawdust, or kitty litter to speed up the process. Once it is solid, place the can next to your trash with the lid off so your waste hauler can see that it is dry.

Questions? Call (513) 946-7766 or visit <http://www.hamiltoncountyclecycling.org/index.php?page=hhw-drop-off-program>

Excerpts from a letter from William "Zip" Ferriel

News from the Terrace Park Historical Society

www.tphistoricalsociety.org

Can living in Terrace Park be good for you? In a letter reflecting upon his life at age 100, one of our Lifetime Members, William "Zip" Ferriel, would seem to think so. In 2010, his three children, Kathleen, Dennis and Roger, made him a Lifetime Member of the Terrace Park Historical Society.

Zip was born at Christ Hospital in Cincinnati, the third of four children, including siblings Virginia, Kate and Bob. In his letter, he speaks of his childhood in Milford and his early years in Terrace Park:

"Life in those days was much more Spartan for us than we all

(continued on page 2)



William "Zip" Ferriel

The Turkey Buzzards of TP

By Wyatt and Mr. LeMay

Capistrano California has its swallows, Hinckley Ohio has its Buzzards and Terrace Park has its Turkey Buzzards. I'll bet you are wondering why every year about this time these large birds pay us a visit. Let's learn a little bit about these big birds and then I will tell you what I think.

The Turkey Buzzard (also called the Turkey Vulture) is the most widespread vulture and lives from southern Canada to South America. It lives in a variety of open and semi-open areas, including subtropical forests, shrub lands, pastures, and deserts.

With red crinkly skin on a bald head and dark feathers, turkey vultures would finish last in any birding beauty contest. But they are well adapted for their job of finding and eating rotting carrion, including road kill. It finds its food using its keen eyes and sense



Turkey Buzzard

of smell, flying low enough to detect the smells produced by the beginnings of the process of decay in dead animals. For this reason, they are often called nature's garbage collectors and play an important role in our environment by disposing of dead animals which can lead to disease.

It uses warm drafts to move through the air, flapping its wings infrequently. It roosts in large community groups and has very

(continued on page 4)



VV Deadline - Friday, April 12th by 9 p.m.
For articles, please contact Chandi Findley at tpvillageviews@fuse.net.
For calendar submissions, please contact Hester Sullivan at hestersullivanme.com.
For ads please contact Kim Newton at newtongoodwin@cinci.rr.com

InBeTween Club Gaming,

The Mariemont Branch Library is located at 3810 Pocahontas Ave., 369-4467. It is open Monday, Tuesday and Thursday, noon to 8 p.m. and Wednesday, Friday and Saturday, 10 a.m. to 6 p.m.

Zip now lives in Largo, Florida, where he celebrated his 100th birthday. "I received a nice letter from Willard Scott and a letter regarding my golfing career from Allan Wronowski, President of the PGA".

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designed by John Maggard

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TPGC
410 Western Ave

If you have questions please contact:
Carol Barnes @ 831-1524 or
carolsbarnes@gmail.com

TERRACE



PARK

Search for Mariemont schools superintendent begins

By Josephine McKenrick, Mariemont City School

The Mariemont Board of Education has launched its search for the next superintendent of schools for the Mariemont City School District. The goal of the Board is to announce the next superintendent by mid May. To assist with the search the district has retained the services of Effron & Associates, who also assisted the board in the search for current superintendent Paul Imhoff more than six years ago.

“We’re seeking a leader that can bring the educational expertise we need to continue our strong academic vision as well as bring to us strategies and programs that will meet the current and future educational needs of our students,” said Peggy Braun, president of the Board of Education. “We are fortunate to have a strong link between the schools and our four communities, and we are looking for someone that understands how important that is to all of us.”

An in-depth recruitment process will occur through early April. The superintendent search

webpage is on the district website, www.mariemontschools.org/about/Superintendent-Search.cfm, making this the first all-electronic application process for the district. Besides the selection and application process information for the candidates, the page also includes community outreach components, such as a survey request and a list of community meetings. The community meetings will be held in the following locations on the following dates, and all are welcome to attend:

•Tuesday, April 2: 2:30 p.m. at Mariemont Elementary

•Tuesday, April 2: 7 p.m. at Mariemont Junior High School

•Wednesday, April 3: 7 p.m. at Terrace Park Elementary

“We find it beneficial to involve our community in this search, as we have done with numerous other school district initiatives,” said Peggy Braun. “The input of our community, students and staff members is invaluable to the success and growth of this school district.”

Village Views welcomes reader mail. Signed letters to the editor must be received by 9 p.m. on Friday, April 12. **Please limit length to 350 words.** Letters over 350 words will be published as submitted subject to space availability. All signed letters will be printed as submitted; however, minor editing for grammatical and typographical errors may be necessary. Content will not be edited. Any questions should be directed to the editor. See below.

Who to contact:

Managing Editor:

Chandi Findley @ 576-0595

Business Manager/

Advertisement

Kim Newton @ 239-6568

Distribution Coordinator

/Extra copies

Kim Newton @ 239-6568

Calendar:

Hester Sullivan @ 576-9969

Designer: Ann Englehart

Sports Editor: Lon Stirman

Where to send:

Village Views P.O. Box 212
Terrace Park, OH 45174. If possible, the staff prefers to receive contributions by e-mail at tpvillageviews@fuse.net. Please submit articles as Microsoft WORD or .jpg format. Please put your name and date on submitted disks. Photographs and disks will not be returned. **The deadline is Friday, April 12 at 9 p.m.**

Advertisements for *Village Views* may be placed in a variety of sizes. A business card size (2x4) is only \$24 per month. A classified ad is \$5 to Village residents only. **Payment must accompany ad.** Call Business Manager **Kim Newton @ 239-6568** for additional rates. *Village Views* welcomes your business.

April 12 deadline:

The next deadline for *Village Views* is April 12. All camera-ready ads and articles must be submitted by 9 p.m. **All advertisements** go to Kim Newton at newtongoodwin@cinci.rr.com. **All articles** go to Chandi Findley 427 Terrace Place or tpvillageviews@fuse.net. Questions? Call Chandi Findley at 576-0595.

Village Views welcomes readers to submit articles: promotions, awards, school activities, engagements, weddings, births... things you think people would like to know and read about.

Leaving the Village?

Subscriptions are available for \$20.00 per year. To subscribe call **Kim Newton @239-6568**.

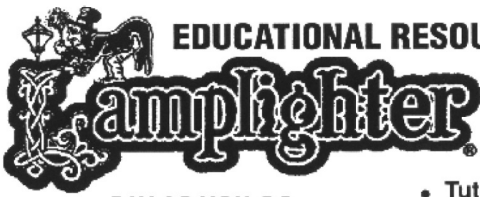
ATTENTION: Home Owners...If You Have A Plumbing Problem, Don't Panic!... "How To Get a 'Top Talent' Plumber To Show Up On Time So You Don't Waste Time."

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Mariemont City Schools Board of Education



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TP teens creates social group for teens with diabetes

By Josephine McKenrick, Mariemont City School

Mariemont High School freshman Hadley George recently created a social group for teens with Type One Diabetes. The group is called Type One Teens and the first meeting is Tuesday, April 9 at Stars Lane Bowling in Newport on the Levee from 6-8p.m.

Hadley, who was diagnosed with Type One Diabetes at the age of 4, finds support in her friendships with those in a similar position. "Through ten years of experiences I have realized how critical it is to have friends with Type One; having friends who are going through similar experiences allows you to gain support and advice."

Hadley said that this would not be a support group where everyone talks about their feelings; instead, the group will simply be a get-together for teens with Type One. "My goal for this group is for teens to realize that they are not alone, there are many teens going through the hardships that diabetes bring," said Hadley. "I hope this group will provide friendships for teens with Type One Diabetes."

For more information about the group and its upcoming events, or to contact Hadley George, please visit <http://typeoneteens.com>. The April 9 is "bring a friend" night, and pizza, drinks and bowling will be provided.

Mariemont High School Alumni Association

is hosting a Spring Fling!

We hope you'll come join the fun on Thursday, April 25th from 5:30-9pm at

Mac's Pizza: 6309 Wooster Pike, Fairfax, Ohio.

The event will be a great chance to reconnect

and network with fellow classmates.

Type One Teens is a social group for teens with **type one diabetes**

Type one teens is founded by fourteen year old Hadley George, who was diagnosed with type one at age four. She is a freshman at Mariemont High School trying to help teens with diabetes.

Come join us for our **1st meeting:**

TUESDAY, APRIL 9TH

6:00pm-8:00pm

STARS LANE BOWLING

NEWPORT ON THE LEVEE
1 LEVEE WAY, NEWPORT, KY
859.652.7250

BRING A FRIEND NIGHT!

Come join Type One Teens for their first meeting! The night will include **bowling**, eating **pizza**, and exchanging information. This is a fun get together for teens with type one and their friends!

Hadley George
phone: 513-377-1531
email: typeoneteens1@gmail.com

visit us at: <http://typeoneteens.com>

March Council Meeting

(continued from page 1)

ning and Zoning, presented two ordinances. The first concerned supplementing local information for the residential code of Ohio for one-, two- and three-family dwellings. The second resolution

concerned the appointment of an interim building official and the authorization of the contract regarding compensation and terms of appointment (per Ohio law). James McFarland, a certified building inspector, has been appointed in the

event Hester is unavailable. Both resolutions passed.

Tree committee

Councilwoman Holly Purcell, Buildings and Grounds, announced that a Village tree committee is forming.

The *Village Views* will gladly print your article or letter to the editor. No submissions will be returned (including photographs) so please send copies or electronic files.

For contact information see page two. Please send your submissions to tpvillageviews@fuse.net Please don't send files larger than 5 MB.

The Turkey Buzzards of TP

(continued from page 1)

few natural predators. Turkey Vultures frequently circle and gain altitude on pockets of rising warm air, or thermals. When they reach the top of the thermal, they glide across the sky at speeds up to 60 miles per hour, gradually losing altitude all the while. When they need to gain more altitude, they locate another thermal and so begins another sequences of circling, rising, and then gliding. Turkey vultures can cover many miles going from thermal to thermal without ever needing to flap.

Don't worry. They rarely, if ever, kill prey. The Turkey Vulture can often be seen along roadsides scavaging or near bodies of water, feeding on washed-up fish. It also will feed on fish or insects which have become stranded in shallow water.

These birds spend winter in the southern states and move north for the summer to breed. Most are

just passing through.

So why do they come to Terrace Park and hang out at the end of Amherst Avenue? Here are some possibilities - It is possible that years and years ago, that there was a large number of dead animals in the area that may have attracted them. Those that come back year after year may have been taught to do so and it may be just a habit. It is also possible they like the roads and the available road kill. Another theory is that these guys like Terrace Park because it is safe – they won't get shot here. The most likely answer though is that these birds like the bluffs that are next to the Little Miami River. I think the combination of the road kill, the availability high trees that are next to the bluff, the river and its warmer water and uplifting air allow these birds to stretch their wings and soar on a February cold morning. It's sort of like a warm cup of coffee before breakfast.

Council meeting broadcast schedule

Want to see the action but missed the meeting? Cable 4 broadcasts the most recent Terrace Park Village Council meetings throughout the month at the following times: Mondays at 5:30 p.m., Thursdays at 10:30 p.m., and Saturdays at 7:30 p.m.

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For articles, please contact Chandi Findley at tpvillageviews@fuse.net. For calendar submissions, please contact Hester Sullivan at hestersullivan@me.com. For ads please contact Kim Newton at newtongoodwin@cinci.rr.com

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Neighbor to Neighbor

Local students' artwork selected for state exhibitions

By Josephine McKenrick, Mariemont City Schools

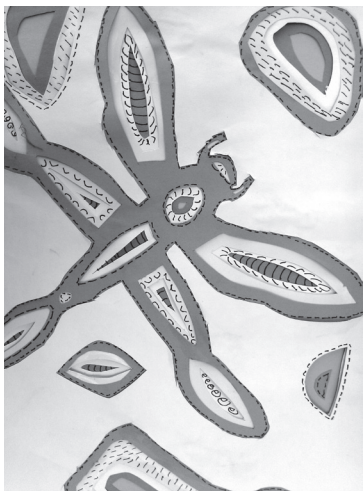
The Mariemont City School District is proud to announce that three students have had artwork selected for Ohio's Youth Art Month Exhibit and three students have had artwork selected for Ohio's Young People's Art Exhibit. Ian Mikesell, 6th grade at Mariemont Elementary, Jackson House, 4th grade at Mariemont Elementary and Jacob Cox, 6th grade at Terrace Park Elementary, each had artwork selected for this year's Youth Art Month Exhibition in March.

Stefan Nistor, 4th grade at Mariemont Elementary, Lexis Jones, 4th grade at Mariemont Elementary, and Lily Tetrault, 4th grade at Terrace Park Elementary, each had artwork selected for the 2013 OAEA Young People's Art Exhibition.

More than 124 pieces of artwork were selected from nine Ohio Art Education Association (OAEA) regions for these two exhibitions.

"We are collectively thrilled to have our students' talent and efforts recognized at this level," said Shelley Komrska, art teacher at Mariemont Elementary. "We are proud of these students for the artistic development they have displayed throughout their young careers as artists."

OAEA works to promote art education and recognizes quality



Artwork by Jacob Cox

student art through various exhibits sponsored throughout the year at both the state and the national levels. An awards ceremony and reception for both exhibitions was held in Columbus for the artists, their parents, teachers and guests. Both exhibitions, which are hosted at separate locations in Columbus, Ohio, will remain open to the public throughout the month of March. For more information, please visit the OAEA website – www.oaea.org.

Thank you to Shelley Komrska, Melissa Rupe and Kelly Meyers - the art teachers that submitted the artwork on behalf of these students.



Artwork by Lily Tetrault

Village Calendar 2013

MARCH

25 – 29 Mariemont Spring Break

30 Terrace Park Kindervelt #76 presents the annual Terrace Park Eggstravaganza 10 a.m. - noon. on the Village Green. Enjoy a traditional egg hunt, pony rides, two inflatables, balloon animals, face painting and other fun activities. Bring cash for refreshments and for the Bunny Hop to win a cake! Remember to bring your Easter baskets! Rain or Shine!

APRIL

2 & 3 Community meetings: Communicating with the public about the superintendent search 2:30 p.m. on Tuesday, April at Mariemont Elementary or 7 p.m. on Tuesday, April 2 at MJHS or 7 p.m. on Wednesday, April 3 at TPE. All are welcome to any of the dates above. Please make sure to fill out a survey! http://bit.ly/superintendent_survey

2 Terrace Park Garden Club "Luncheon in a Cincinnati Park" Eight different table settings. Open to the Public 2 p.m. - 4 p.m. at the Community House

5 Mariemont Schools end of 3rd quarter- Early Dismissal
5 MHS PTO Meeting 8:45 a.m.

9 TP Village Council, 7 p.m.
9 Type One Teen Group Stars Lane Bowling, 1 Levee Way Newport, KY 41071 from 6-8 p.m. MHS student and TP resident Hadley George organized this group to connect teens with type one diabetes in a fun, social environment. This is a place where teens can share and have fun! Pizza and drinks and bowling will be provided. Bring

Please call Hester Sullivan @ 576-9959 or email hestersullivan@me.com with calendar information or check us out on the web www.terracepark.com/calendar.

a friend!" Visit <http://typeoneteens.com> for more information.

13 FAB Affair 7 p.m. - Diamonds & Denim Fundraiser at The Redmoor. Music by Johnny Clueless. This event is open to everyone, and should be a great time. The FAB Affair event benefits the Mariemont School Foundation, the Arts Association and the Athletic Boosters. Tickets: <http://mariemontschoolfoundation.org/fab-2013-tickets/>

16 TPE PTO Coffee 8:30 a.m., 8:45 a.m. Meeting
16 Board of Education Meeting, 7 p.m.

17 MJHS PTO Meeting, 9 a.m.

22 EARTH DAY
22 Athletic Boosters Meeting, 7:30 p.m.

24 Mariemont School Foundation Meeting, 7:30 p.m.

26 TPE Earth Day Celebration
26 MHS Prom, 8 p.m.

27 Daddy Daughter Dance K-6 7:30 p.m.

28 Terrace Park Historical Society Tricia DiMichele will present the new "Walking Tour of Terrace Park."

SAVE THE DATE!

Friday, May 3 at 7 p.m. & Saturday, May 4 at 2 p.m. MJHS Play Charlie & the Chocolate Factory. This is a great production for the whole family to enjoy. Tickets can be ordered by contacting the school at 272-7300.

April 12

Submit articles to
Chandi Findley
tpvillageviews@fuse.net

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GREAT THINGS HAPPEN AT ST. THOMAS

The Great Vigil of Easter – Saturday, March 30, 7pm

Easter Services at St. Thomas – Sunday, March 31

8am - Holy Eucharist with hymns, Rite 1

9:15am - Holy Eucharist with hymns and brass, Rite II

10:30am - Festive Choral Eucharist with hymns and brass, Rite II

Bach Vespers for April

Sunday, April 14, 4pm

The Catacoustic Consort in Concert

Saturday, April 20, 7:30pm

Join us in the New Year
for the conversation!
THE STORY



Sundays at 9:15am

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Amy Minor awarded realtor honors

By Laura Stanton

At Comey and Shepherd's Annual Awards Banquet on January 25, Amy Minor was honored as one of the Top Ten Agents for 2012. This annual award is given to the 10 highest producing agents for the previous year. Additionally, Minor achieved Level 3, Circle of Excellence, (formally known as Million Dollar Club) an annual award presented by the Cincinnati Area Board of Realtors, to the top ten percent of agents in the Board. She was also named to

the President's Club, Comey and Shepherd's highest designation for sales achievement. A full-time residential real estate specialist and relocation expert with 25 years of experience in the Cincinnati market, she is a consistent sales and listing leader and has perceived professional honors on the local and state levels. Minor is affiliated with Comey and Shepherd's Mariemont sales office at 6901 Wooster Pike.



Amy Minor

Letters to the editor:

Dear Village Residents,

Many thanks for your support of the Terrace Park Boy Scout Troop 286 annual mulch sale this year.

This fundraiser helps our troop and members to purchase camping equipment, participate in unique camping trips, attend summer camp, experience a summer high-adventure trip and support our community service endeavors.

Our troop believes in giving back to the community through our many activities in support of others and our village. We perform bussing duties for the EMS/Fire Department pancake supper; collect canned goods for local food banks on Super Bowl Sunday; and, collect, wrap and distribute toys to needy children in conjunction with the postal service "Dear Santa" letters program.

Many of our Eagle Scout projects are also for the benefit

of the Village. Some of the projects include the building bulletin boards located throughout the Village; planting of trees near the tunnel and the bridge on Wooster Pike; building the retaining wall on Elm near the tunnel; landscaping and informational bulletin boards at the Nature Preserve; refurbishing of playground equipment at St. Thomas Church; installing a sprinkler system for the Garden Club Memorial Bed; and, building a new lacrosse bounce-back wall at Drackett Field.

With your continued support, our troop will remain a vibrant part of this wonderful community now and in the future.

Again, many thanks for your support and we look forward to serving you again next year!

Scouts and Adult Leaders
Boy Scout Troop 286
Terrace Park, Ohio



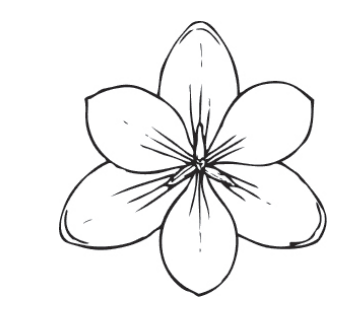
Mulch madness photos by Gregg Smith: (top) Jehan Saulnier mans one of the coveted forklifts; (middle) Ed Lizak gets some lifting tips from Scoutmaster Dennis Kokoruda; (bottom l-r) Webelos II Nathan Bush, out-of-town volunteer Will Minifie and Webelos II Bren Findley carry one of the thousands of bags of mulch delivered by the boy scouts and friends of Troop 286.

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Terrace Park Sports

Mariemont boy's lacrosse selects team captains

By Josephine McKenrick, Mariemont City Schools

The Mariemont High School boys' lacrosse team has named their 2013 captains – seniors Griffin Rolander, Erik Flynn, Tate DeCamp and junior Macko Saffin. These four young men were selected by team members and the coaching staff, and they will provide strong leadership as Mariemont enters its 12th season.

"We hold our captains to a higher standard both on and off the field, and there is no doubt that these boys have what it takes to get the job done," said Steve Peterson, varsity head coach. "Part of being a good captain is being a good teammate; the kind that makes everyone around them bet-

ter as we strive to win state."

Mariemont's boys lacrosse program started as a club sport in 1995, and became an official school sport in 2002. Since that time the Warriors have built a tradition of winning and excellence, while also being grounded in their commitment to be student athletes that also play other sports at Mariemont High School.

Each captain is involved in other school activities, from football to sailing, from National Honors Society to Spanish Club. Each captain has also been playing lacrosse since the third grade.

Having notched a State Title in 2007 and multiple city titles at

the junior varsity level, the players understand what it takes in terms of work ethic and teamwork to succeed in the post season. Right now, the captains are focused on winning a lacrosse state championship.

"This is all about the program, not just this team," said Erik Flynn. "There is a lot of loyalty that comes with lacrosse, a lot of expectations and traditions, and our goal is to lead our team to a state victory this year. We are close knit and our team has a lot of chemistry; we're friends off the field and outside the locker room and I think that really makes a difference."

Recreational volleyball signup

The MRA Volleyball League for 3rd – 6th grade girls who reside in the Mariemont school district will be held on Wednesdays from April 3 through May 22. Practices and matches will be at the Mariemont High School Auxiliary Gym. This fun and educational league will include teaching, drills and match play. No previous experience is necessary or expected, and all players will have playing time. Players involved in other spring sports are encouraged to sign up and attend as many sessions as they can. The cost is \$45 per player, and online registration is at www.mariemontvolleyball.org. For questions or more information, please contact Wes Iredale at wiredale@cinci.comor (513) 272-1551, Jay Messner at jmessner@goinspiredgreen.com or Sandra Taylor at sftaylor@att.net or (513) 314-7443.



Some of last year's MRA Volleyball League participants and coaches:
Front Row: Katie Simmons, Lauren Barrett, Reilly McGonagil, Savannah Connor, Abby Heck, Caitlyn Iredale, Quincy Taylor, Avery Messner, Natalie Iredale, Kendall Rottert, Hannah Coates, Emily Bush
2nd Row – Sydney Messner, Kylie Spang, Gabrielle Tollefsen, Kamie Spang, Charlotte Coates, Sydney Tritsch, Payton Megowen, Ava Morgan, Isabella Paz, Alexis Wood, Josie Bledsoe, Daisy Lewis
Back Row: Cora Dupre, Wes Iredale, Francie Lindell, Avery Lindner, Hannah Zelinski, Kennedy McNeil, Emma Veeneman, Jennifer Cash, Jay Messner, Amy Roe

A letter from TP Swim and Tennis Club

Please mark your calendar for Sunday, April 7th for the Annual Swim and Tennis Club Open House. The Open House will run from 2-4 p.m. at the Terrace Park Community Building.

The Open House will feature 2013 Tennis Program signup, Swimming/Diving Team signup (you will also be able to order swimming apparel from Kast-A-Way). Additionally, you can renew your membership and pick up the 2013 Social Calendar.

Following the Open House at 4:30 p.m., we will be holding

the Swim and Tennis Club Annual Meeting, also at the Community Building. We will be voting to approve new board members Patti Barbeau and Pete Findley. If approved, they will join current board members Mike Comer, Steve Duff, David Laite, and Dan McManus.

Email voting is open until the commencement of the Annual Meeting. One vote per membership.

Thanks. We look forward to seeing you on April 7.

Terrace Park Swim and Tennis Club Board

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Despite the popularity of e-marketing – e-mail campaigns, SMS messaging, and social media – direct mail is still a proven way to generate new business from existing customers and identify prospects. Used correctly, direct mail can generate leads, communicate with customers, build name recognition or brand awareness, and build traffic.

A strong direct mail program is built on three essential elements. In this issue of Printips, we'll explain the importance of each one.

Element #1: The Mail List
According to the Direct Marketing Association, the mailing list accounts for 60% of the response to a direct mail program. That's greater than the influence of the offer and the design combined. The best response rate comes from mailing to those who are already familiar with your business or organization. This can be your customers (active and inactive), prospects who have contacted you for some reason, and referrals from customers or friends.

A list you put together yourself consisting of customers, prospects, and referrals is known as a house list. A house list can be compiled from customer purchase transactions, donor records, membership rosters, and similar sources. In general, a house list produces a higher response rate than a purchased list because so many of the individuals on the list already know you.



If you want to expand your house list by adding a purchased list, a good technique is to submit the house list for data append. This adds demographic information (such as household income, gender of the head of household, home value, presence of children for residences, and SIC code for businesses). Data append creates a profile of those on your house list, then the profile can be used to select prospects whose profile is a match.

After the list is compiled, it is important to engage in some data hygiene. This means establishing a structure for the mailing list that allows each element to be in its own separate field, sized appropriately for the data. (A very

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