



EVERETT ROWING ASSOCIATION

Catch The Spirit of Rowing!

everettrowing.com

2026 FALL SEASON - HIGH SCHOOL PROGRAM

WELCOME

We are so excited to start another fall season at ERA and we look forward to working with our athletes and families to build on the incredible legacy of over 40 years in the Everett community.

This letter includes key updates on registration, the season schedule, and important ways you can support your athlete and our club. We hope this letter will provide a comprehensive and informative guide to rowing with ERA this fall.

FALL SEASON HIGHLIGHTS

FALL SEASON DATES

- Season runs **September 3 - December 18**
 - *No practices on the week of Thanksgiving*

FALL SEASON PRICING

- Returning Varsity Rowers: **\$1,700**
- Novice Rowers (first-time athletes): **\$1,300**

The fall season fee covers all regatta, travel, and competition costs (with the exception of San Diego) including race entry fees, coaching at events, trailering, team food (select events), and more. The remaining amount covers coaching, equipment, facilities, and the year-round infrastructure that makes rowing possible.

REGISTRATION & BILLING

iCREW REGISTRATION

All program registration will be done through the iCrew platform. Your athlete must be registered through this system and must have all documents on file prior to season start.

All necessary documents are listed on our website at:

<https://www.everettrowing.com/forms-policies>

QUICKBOOKS INVOICING

While all program registration is handled through iCrew, all billing for fall, spring, and selection regattas will be through Quickbooks invoicing. Once registered, you'll receive an emailed invoice.

Invoices for the Fall 2026 season will be sent out starting on **August 5, 2026** and should be paid in full by the first day of the program unless a payment plan has been set-up by our Program Administrator. If you register after August 5, 2026, invoices will be sent out upon registration.

For questions surrounding billing, payment plans, and applying discounts, please contact Marjean Taubeneck, our Program Administrator, at admin@everettrowing.com.

Please familiarize yourself with our [Program Fees & Refund Policy](#).

AVAILABLE DISCOUNTS FOR HS PROGRAM PARTICIPANTS

- Sibling Discount: 10%
 - Applies to program registration fees for the youngest participant. Both siblings must be actively enrolled in either HS or MS programming. Additional regatta costs not included.

FINANCIAL AID

At ERA, we believe any young person who wants to row should have the opportunity to do so, regardless of background or economic circumstances.

For more information, please visit our website at:
<https://www.everettrowing.com/youth-financial-aid>

FALL SCHEDULE

FALL PROGRAM SCHEDULE

- **August 29:** Annual Season Kick-Off Carnival (1–4 PM) (all squads). RSVP [here](#).
- **September 3:** Fall Season begins
 - Varsity: Mon/Tues/Thurs/Fri 3:30–6:15 PM, Sat 7–9 AM
 - Novice: Mon/Tues/Thurs 3:30–6:15 PM, Sat 7–9 AM
- **September 10:** Fall Parent Meeting at 7 PM on Zoom
- **November 9:** No practice (all squads)
- **November 23–27:** Thanksgiving Week (no practice)
- **November 10 - December 18:** Winter training shift (primarily on land)
 - Mon/Tues/Thurs - 3:30–5:30 PM, Sat - 7–9 AM

FALL REGATTA SCHEDULE (*This is the tentative schedule. Dates subject to change*)

- **September 19:** Otter Island Touring Regatta (Everett, WA) - All athletes will be required to participate in this event as this is our main fall fundraiser.
- **September 20:** Pink Ribbon Row (Seattle, WA) - Varsity only
- **October 4:** Tail of the Lake (Seattle, WA) - All HS squads
- **October 11:** American Lake Fall Classic (Lakewood, WA) - All HS squads
- **October 25:** *TBD - Potential regatta or scrimmage weekend*
- **October 31:** *TBD - Potential regatta or scrimmage weekend*
- **November 1:** Head of the Lake (Seattle, WA) - Varsity only
- **November 8:** San Diego Fall Classic (select athletes only. Cost not included in program fees)
- **November 21:** *TBD - Instrasquad Regatta - All squads*

STAFFING

FALL 2026 HIGH SCHOOL STAFF

Women's Team Staff

- Mallory Potts, Women's Head Coach - coachmallory@everettrowing.com
- Lucas Hitterdal, Novice Women's Lead Coach – coachlucas@everettrowing.com

Men's Team Staff

- Dustin Mara, Men's Head Coach – dustin@everettrowing.com
- David Steel, Novice Men's Lead Coach – coachdavid@everettrowing.com

Assistant Coaches

- Kyle Freeman, Assistant Men's Coach – coachkyle@everettrowing.com

- Makayla Tuley, Assistant Women's Coach – coachmak@everettrowing.com
- Finn Lacey, Assistant Novice Coach – coachfinn@everettrowing.com
- Allen Cox, Assistant Coach – coachallen@everettrowing.com

Administrative Staff

- Marjean Taubeneck, Program Administrator & Event Manager - admin@everettrowing.com
- Jon Campaña, Executive Director - director@everettrowing.com

ERA UNIFORM & GEAR

UNISUITS & REQUIRED GEAR

For this upcoming season, the cost of registration for all **Varsity athletes** includes one Everett Rowing Association racing uniform (uni) from 776bc.

We are excited to introduce a new ERA uni design later this season. Until then, Varsity athletes should race in their current ERA uni. Athletes without a uni may race in an ERA racing tank until the new uniforms arrive.

Other required items (can be purchased through JL. Team store open soon):

- Women's team: Short sleeve travel polo + pink visor
- Men's team: Short sleeve travel polo + hi-vis hat

Novice Athletes

If your athlete is joining as a novice, we encourage you to purchase the race uni that will be available later in the season, however, we will provide racing tanks at no extra charge. Please speak with your coach about any more details about novice team uniforms.

ERA SWAG

Show your Everett Rowing pride and support our athletes with ERA swag! We offer gear and apparel for rowers (youth and adults), families, and fans alike! ERA swag is managed by our Parent Boosters and is available for purchase via two avenues:

- In-person: A limited selection of ERA merch will be sold at most Youth events. You can find us next at the Annual Season Kick-Off Carnival, Pink Ribbon Row, and Otter Island! Credit and debit cards accepted.

- Online: You can shop flagship ERA apparel year-round from the comfort of your home by visiting our convenient [online storefront](#)! All items are made-to-order by our local Supplier, and offer many customizable options and shipping.

Proceeds go directly toward fueling and supporting our team throughout the season. Have questions about gear? Get in touch with us at boosterswag@everettrowing.com.

COMMUNICATION

iCREW & EMAIL

The primary mode of mass communication for staff to parents and athletes will be the iCrew platform. This platform has group email options and keeps record of communications sent. Besides iCrew, athletes and parents may get emails directly from ERA staff. We ask that athletes use email and iCrew to communicate with staff members rather than text messages. This allows us to stay in compliance with the US Center for Safesport and US Rowing. We also ask that parents use email primarily to communicate with staff.

OTHER METHODS OF COMMUNICATION

Aside from iCrew, the methods by which parents can stay in-the-know are via

- Facebook
- <https://www.eraboosters.com>

These platforms allow the ERA Boosters to share volunteer opportunities, upcoming parent meetings, regatta maps and details, merch drops, carpool information, and much more! We encourage parents to join the “[Everett Rowing Parent Group](#)” on Facebook. We also encourage parents to visit the Booster website at <https://www.eraboosters.com/> to sign up for the Booster Newsletter.

AREAS OF SUPPORT FOR A GREAT SEASON

Our primary fundraising goal for the end of 2026 is to raise money to offset necessary equipment maintenance & repair costs this year. Our safety launches and engines receive a lot of use throughout the year between Middle School, High School, and Adults rowing year-round at two different locations.

See below for upcoming volunteer and fundraising opportunities. We are hoping for 100% participation from all members to raise funds this year.

OTTER ISLAND & HOLIDAY FUNDRAISERS

2026 Otter Island Touring Regatta

The **Otter Island Touring Regatta** on **September 19, 2026** is not only a fun event we host for the PNW rowing community — it’s also one of our two main fundraisers for the year. We rely on all

of our members (youth and adult rowers, parents, alumni, staff) to support the event through volunteering.

This event helps bridge the gap between registration revenue and actual operating costs, keeping ERA accessible for more families and rowers of all ages.

Holiday Fundraiser

We are excited to partner with Stadium Flowers and Honeymoon Bay Coffee again to offer beautiful holiday greenery and coffee to help bolster our equipment repair fund. A simple email to friends and family to let them know that you are selling top quality holiday items that they are already planning to purchase for the holiday season is a great way to build sales.

Giving Tuesday

Giving Tuesday on December 1st is a powerful day to support causes that matter—and this year, we're asking our community to help grow our Financial Aid Endowment Fund. At Everett Rowing, we believe every student-athlete should have the chance to participate, regardless of financial circumstances.

Our Financial Aid Endowment Fund provides long-term, sustainable support so that cost is never a barrier. Your Giving Tuesday gift is an investment in equity, opportunity, and the belief that rowing should be accessible to all.

Recruiting

Our mission is to use the character-building sport of rowing to create a community of belonging and excellence and telling others about the positive experience you've had helps us keep moving forward with our mission.

Please consider spreading the word through these suggested avenues:

- Referring friends or classmates to our Novice program
- Organizing a Learn to Row event at your school, church, or workplace
- Posting a flyer at your local gym, coffee shop, or library

Donations

The generous financial support of our community ensures we can maintain our fleet and equipment, subsidize participation, and keep costs stable. Every gift, big or small, matters.

Volunteering

ERA is a community effort, and our success relies on dedicated rowers, parents, and alumni stepping up to make the magic happen:

- **Club-wide volunteer opportunities** - ERA supports recruitment and informational activities like marching in the Everett 4th of July Parade, hosting booths at local festivals in Snohomish and Mukilteo, and other local events throughout the year. These events help us connect to our wider Snohomish County community and build excitement and interest in our rowing programs for all ages. Look for announcements about how to support these activities at various times throughout the year. Contact Marjean Taubeneck at admin@everettrowing.com if you have questions or ideas for other events.
- **ERA Boosters** provide information for parents about our club and support logistics, food tent, ERA swag, and more. Visit the Booster website at <https://www.eraboosters.com/> or contact Booster President Liz Palmiter at boosterpresident@everettrowing.com to get involved.
- **Board of Directors** – If you have governance experience and want to shape ERA's future, reach out to Executive Director Jon Campaña at director@everettrowing.com

Thank you for reading and for being part of the Everett Rowing community. We'll send additional updates as the season start date approaches — in the meantime, please reach out with any questions.

Here's to a fast, fun, and fulfilling Fall 2026 season!