

A Brief History of the Marathon Area Swim Association

This is a list of some of the changes that we have undergone through the years. If you think of something that is missing from this list please let us know so that we can add any interesting tidbits of information.

1990

-A Water Ballet Program was established, later to be called Synchronized Swimming.

1991

-A Water Safety Instructor Aide Program was established allowing children ages 10 and older to learn and be a more effective aide to a WSI. They would gain experience working with kids of all swimming levels and to develop a “photographic eye” so necessary for a good teacher.

1994

-The Swim Team now named “Manta Rays” hosted their first Invitational Swim Meet.
-In February a 500 mile club was established for the lap swimmers of MASA.

1995

-MASA participated in the Marathon Area Sport and Health Fair held at the Marathon Elementary School on February 26.

1997

-Stacy Gering, Facility Director will be greatly missed, as she leaves MASA for a bigger adventure. New Director, Jennifer Passehl, takes over on October 13.

1998

-MASA’s 10-year Anniversary, offered events and specials every day during the month of September.

1999

-In May a 1000 mile club was established for lap swimmers.
-Members and staff collaborated to publish “Sharing Our Best” Cookbook to be sold as a fundraiser.

2000

-Splashing Into Spring Pool Party was held on April 2 for members and the community.
-AiChi, a simple exercise and relaxation program was started in summer.

2001

-MASA staff was trained and an AED was purchased for the facility.
-Local MASA member certified as PADI Scuba Diving Instructor willing to teach classes at MASA.

2002

-With the popularity of preschool classes, MASA added another night to the schedule.

2003

- A winter season was added to the Manta Ray Swim Program.
- A new boiler was installed.

2004

- The Board of Directors put together a MASA Mission Statement using the original goals and dreams of the Goldbach's "To provide the community with a pleasant and safe water environment for fitness, education and recreation"
- In the fall a new swim lesson structure was presented to all participants to meet the needs and changes put forth by the American Red Cross.
- As the winter was approaching a fresh new look was seen at MASA by giving the locker rooms, lobby and office area a new coat of paint and change of colors. The women's locker room also received new lockers.

2005

- May 23-27, MASA participated in Marathon County's Water Safety Week offering events, videos and handouts on Wednesday the 25th.
- MASA established the 1500 mile club.
- A year round incentive program was started for adult members of MASA that participate in fitness activities while at the pool.
- New lane lines were purchased.
- Compressor replaced.

2006

- MASA purchased an outside sign that was placed on the front yard allowing MASA to advertise upcoming events.
- We participated in "Splash Into Safety", sponsored by Safe Kids Wausau Area that demonstrated and gave hands-on experiences to kids of all ages and their parents about being safe around water.
- Invested in new, colored glossy fliers.
- Bylaws for the Board were updated.
- MASA joined the Marathon Area Business Association (MABA).
- Added Stratford swim lessons to our summer programming. Bussing fees would be charged by the school, members would swim under their membership and non-members would pay the same non-member lesson fee established for the year.
- New fundraising event – offering a 5K at the Fun Days Weekend.
- Purchased suit dryer for women's shower area.

2007

- MASA web page established.
- Plaques will now be purchased for all Board members when their term ends.
- Change to open hours M-F from 6a.m. to 5:30 a.m.
- Change of lesson times, starting all classes at 4:00 instead of 3:30 M-W.
- Lobby Bolsters re-covered.

- New lane line reel was purchased.
- Purchased suit dryer for men's shower area.

2008

- MASA established the 2000 mile club.
- Replaced roof.
- Rebuilt the rock landscaping in front of the pool and fixed problems in sidewalk.
- Purchased new pool test kits due to change in state codes.
- Purchased foam toys for fun nights.
- Discontinued use of membership cards.
- Started Birthday Party Packages.
- Installed a new chemical feeding system, adding a bulk tank for chlorine.

2009

- Started Santa Day (later became Jolly Day).
- Program for early release days at school.
- Added discount passes for members.
- New sound system installed.
- Board donated part of the land MASA owns for the Library Project.
- Attended Edgar's first Health Fair.

2010

- New HVAC system installed for heating, ventilation and air conditioning.
- New (rebuilt) heat exchanger installed for heating the pool water.
- New phone system installed.
- Direct Deposit started for employee paychecks
- Incentive started for fitness enthusiasts to earn money back for time spent exercising in the pool. This was to replace the money spent on incentive items (T-shirts, water bottles) as well as to give adult members money back toward their membership due to the increasing concern in their rates.

2011

- Install new drains to meet Federal Law.
- \$20.00 Incentive offered to a new member.
- \$20.00 Incentive offered to a current member if they bring in a new member.

2012

- MASA established the 2500 mile club.
- Start Senior "Lock-in Rates".
- Changed the way we send information, from three to four mailings a year to one, with an overview of the year and now using e-newsletters to alert anyone on our e-mailing list of upcoming events/programs.

2013

- Lighting update in pool area, showers and locker rooms – energy efficient.
- New ceiling tiles throughout building.

- New counter tops, toilets and faucets.
- Added Zumba one night a week to aerobics, on Friday's for water exercise and E/O Sat. for water fitness.
- MASA celebrated the 25th anniversary with specials and prize drawings.

2014

- MASA became ADA compliant and installed a Lift.
- Installed new pool filters and pumps adding a VFD.
- Purchased a pool vacuum.
- Hands free plumbing installed.
- Added PayPal to our online options for memberships and non-member lesson fees.
- The Vintage swim program was established.

2015

- Office remodel with new desks, cabinets and carpet.
- Staff lounge created with cabinets, lockers and meeting room tables.
- Office lobby and locker rooms repainted.
- Re-grout problem areas in the pool and showers.
- Added WiFi to the building.

2016

- Railings in shower areas.
- New soap dispensers.
- New LED outdoor lighting.
- Flyer and informational racks for lobby.
- Added computer to the front desk.

2017

- Remodeling included new lockers and privacy stalls in both locker rooms.
- Started working with Mindbody.
- The Manta Rays became a part of MASA rather than a separate entity.

2018

- Locker rooms were re-piped to improve heating and cooling.
- Landscaping was done to replace aging trees.
- Security system added.
- Went live with Mindbody.
- Started accepting credit cards.