



AUGUST
22 & 23, 2008

PARTNERS &
ORGANIZERS:

HARBORTOWN,
SUPERIOR &
SUPERIOR SUNRISE
CENTENNIAL
ROTARY CLUBS

From the Dragon's Mouth

VOLUME 2 ISSUE 2

MAY 2008



SPECIAL POINTS OF INTEREST:

- Lamont Cranston Band headlines Friday Entertainment!
- Bleacher Seating for Better Viewing
- Team Captain Appreciation Night July 15th
- Optimists Pancake Breakfast 6AM—11AM on Saturday
- Fireworks on Friday Night!!!

INSIDE THIS ISSUE:

The Challenge is 2
On!

New for 2008 2



SERVICE Above Self

Festival Success Depends on Many!

As you can imagine, an event that hosts 2500 participants, and 5-10,000 spectators, requires a significant amount of resources—both human and financial.

While team registration fees have remained strong over the past 6 years, we must also ask local businesses to believe in our mission and support us financially.

Corporate sponsors like Jamar, Duluth Clinic Cancer Center and Barker's Island Resort & Conference Center, allow us to bring festival attendees great entertainment & exciting competition, all

while producing one of the major outdoor family events in the Northland.



Another fine example of Corporate support of the festival is the 2008 fireworks display on Fri. Aug. 22, sponsored by Lakehead Constructors of Superior, WI.

This sponsorship exemplifies Lakehead's belief in the festival AND the Rotary mission of 'Service Above Self'.

Finally, and of equal significance, are the 150 or so individuals who collectively contribute hundreds of hours of volunteer time to organize and execute the festival. It's a year-round task and, with no paid staff, much is asked of these individuals. They always graciously come through for us— most year

after year.

So please, remind your friends, co-workers, relatives and neighbors to join in supporting our 7th year of racing fun!

Note from the Mayor...of Tent City by Jon Winter

The ice is out of the bay and in just 3 months the LSDBF Tent City will come to life once again!

PLEASE remember, priority for team tents will be given to those returning teams, and I will work with new teams on a first come, first served basis.

In some instances, changes to the physical site may require that I cannot accommodate your



initial request. I'll do my best though, so please be patient!

As the festival continues to grow and space becomes more limited, some adjustments to the size of team areas may also be necessary. I'll include a site map in our next newsletter.

Team Managers can contact me, Jon Winter, at :
tentmayor@superiorwi.us.

Team Capt Appreciation Night is July 15th at Barker's Island – watch for details on our site www.lakesuperiordragons.com



Team work and concentration are key to racing fun and success!

“Challenge your friends (or better yet, your rivals!) to put together a boat team. The festival will then make every effort to accommodate the race schedule for these teams to race against each other. Please encourage them to register soon—while there’s still openings available!”

**Mike Cochran, '08
Team Registration
Committee Chair**

Team Registration Count Climbs !

The early registration deadline has expired and festival organizers are pleased to announce that the number of teams with paid deposits on file is now over 80. With about 90 days until race day, the Registration Committee is still hard at work recruiting new teams with the goal of 100 well within our reach.

It's a big task to round up new teams and Mike Cochran, Team Registration Chair, is asking for your help. Mike suggests that existing teams think about their friends—including friendly rivals—and encourage them to join in the fun by entering in the same challenge category. You can then have a little friendly competition on the race course, as well as in raising funds for our charitable partner! All a team captain has to do is go to the festival website (www.lakesuperiordragons.com), complete the application, and submit it along with a deposit of \$100, and the balance of \$700 will be due by July 2, 2008.

Remember that the entry fee includes two mandatory practice sessions, so even team members who have never paddled will be ready for the fun on race day! These and additional sessions can be arranged by Megan Kress of the Duluth Boat Club. She can be reached at gopaddle@gmail.com. Stay tuned to the LSDBF website for further updates!

Why Pledge?

by Larry Lehner, Director of Development, SMDC Foundation

We encourage you to raise money to support the SMDC Foundation Breast Cancer and Health Fund because breast cancer is the 2nd leading cause of cancer-related deaths in the U.S.

A key way to reduce this number is through early detection. Screening, through physical examination, mammography and breast self-exams can de-

tect cancer before there are symptoms—when the disease is most likely to be treatable.

In the Northland region, there is a definite need to improve screening rates. Specifically, women between the ages of 40 and 49.

The contributions you make and raise will go to one of four areas that make a

meaningful difference: education, technology, research and compassionate care.

Questions? Please contact Larry Lehner, SMDC Foundation, at 218.786.1062. or toll free 877.795.6674

Charitable Partner



What's New for 2008

by Larry Riley and Alan Rock, '08 Festival Co-Chairs

The 2008 Co-Chairs continue to surprise and delight us with announcements of exciting features of the 2008 event!

The Entertainment Committee has outdone itself and has arranged for the Brandon Scott Sellner and Lamont Cranston Bands to headline the main stage

entertainment Friday evening—immediately following the parade of teams.

There will also be a great fireworks display on Friday evening, just after dark and between main stage bands.

The festival is committed to becoming better at recycling. With thousands of

people on the Island for the event, we are increasing the number of recycling bins and ask that all team members and visitors find and use them.

For the first time ever, bleacher seating will be available for even better viewing of the boats as they cross the finish line!