

# August 2015 Price Adjustment: Big changes are coming soon!



You bring your children to the Ohio Gymnastics Institute for a variety of reasons. We hope these reasons include the outstanding quality of our Staff, our Programs and our Facilities. We also hope that you recognize what a great value the programs at OGI provide. As anyone involved in business knows, it is a constant challenge to provide the superior quality that our customers demand at the best price.

Beginning August 1, 2015, we will be making four separate adjustments to our billing process as we continue our efforts to maintain the highest quality programs at the lowest possible price. We have worked hard to combine our culture of customer rewards, customer payment method flexibility, and modern technology to maintain a pricing structure that benefits everyone. We know that change is often difficult and uncomfortable, but please work with our Office Staff - they will take as much time as necessary to clearly explain how these changes can benefit your family.

What we HAVE NOT done:

- Require our customers to commit to 10 week or 4 month "sessions" or "contracts" as many of our competitors do
- Require our customers to pay by the ACH method as many of our competitors do
- Charge our customers a 28% higher rate for not committing to 10 week or 4 month time periods

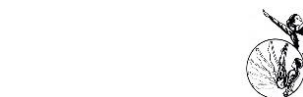
What we HAVE done:

- We continue to provide our customers with a variety of payment method options
- Improve our method for notifying the office staff of any changes in customer status
- We have streamlined the payment process for our customers with new payment options - this will reduce the amount of time it takes to make a payment for your monthly fees

These are the biggest changes we have made to our payment / billing systems in over 20 years. In order for our company to continue to be able to offer the best in programming, staff and facilities we must take advantage of the efficiencies of available technology.



**Please take a minute to closely examine these four pricing / payment adjustments!**



The Ohio Gymnastics Institute, Inc.  
5701 West Webb Road  
Austintown, OH 44515  
330-652-4386 (voice) / OGIOffice@aol.com

**ADJUSTMENT #1- Fees:** Each August, OGI makes an adjustment to the hourly rates that apply to all our lesson fees as well as the rates for our Open Gyms, Birthday Parties, Private Lessons and Registration Fees. These adjustments are based on a combination of the Consumer Price Index and the intrinsic value of our Programs. This year, as with most years, we will see an hourly rate adjustment of less than 4%. The new fee schedule and August Class Schedule is included with this letter.

**ADJUSTMENT #2- Reduced Discounts:** Incentivizing customer loyalty with perks, discounts and rewards has always been a part of the OGI culture, but we can no longer sustain the level of discounts we have been providing. Effective immediately we will be decreasing the size (not the variety) of our customer discounts by 50%. The office staff will, as always, help you identify and benefit from our many discounts, rewards and perks – make sure that you keep up to date with all discounts available to you and your family. We work hard to make sure that you receive all the benefits that you are entitled to, but if you fail to respond to telephone messages and correspondence the office staff sends to your home, you may lose some or all of your benefits. The Office Staff is not permitted to provide benefits retroactively.

**ADJUSTMENT #3 – Payment Method Options:** By August 15, 2015 your family will need to declare the payment method which best suits your family's needs. During August, all students must complete a new registration form which includes a section where you can declare your preferred payment method. Beginning September 1, 2015 the \$5.00 electronic payment discount will be available only to families that choose either the ACH or the PACC Payment method. In addition, the \$5.00 electronic pay discount will not be available for any class receiving a multiple class discount. Listed below are the four payment methods:

- Traditional Payment (TP) – payment by cash, check, credit or debit card either in person, mailed to OGI or placed in the payment box. Payments are due the 1<sup>st</sup> of the month and must be paid on or before the 7th of each month to avoid a 10% late fee which is posted on the 8th of each month. On the 8<sup>th</sup> of each month we mail invoices for past-due amounts owed.
- Pre-Payment (PP) for 3, 6, 9 or 12 months. All Pre-Payment arrangements must be completed by the 25th of the month.
- Automatic draft of Checking or Savings account (ACH) - Monthly payments will be drafted on the 1st calendar day of each month, or, if the 1st falls on a non-banking day, the last banking day of the previous month. Payments include a \$5.00 electronic pay discount for each student.
- Pre Authorized Credit Card (PACC) - Monthly payments will be drafted on the 1st calendar day of each month, or, if the 1st falls on a non-banking day, the last banking day of the previous month. Payments include a \$5.00 electronic pay discount per student.

**ADJUSTMENT #4 – Registration Fees Beginning September 1, 2015:** Families choosing ACH and PACC will pay a registration fee of \$35.00 for twelve months. Families choosing the TP or the PP will pay a \$65.00 registration fee. OGI will provide a partial refund of the registration fee\* to TP and PP customers when those customers complete and file with the office staff a Change of Student Status form. We have worked out this procedure for two reasons. The first reason is to pay our customers for their timely feedback so that we can continue to improve our company. The second reason is to minimize the financial and administrative impact to our company and our customers by those who simply stop attending classes and fail to notify the office of their decision in advance.

\* SPECIFIC RULES APPLY FOR FULL OR PARTIAL REFUND. See the Office Staff and the Policies and Guidelines for details.



#### SO WHAT DO I NEED TO DO?

1. No later than August 15th complete the new OGI Student Registration form. On the form you will choose which payment method works best for your family.
2. Complete the paperwork associated with your payment method choice and understand all your obligations
3. Work with the office staff to determine if your family is eligible for any discounts
4. Keep the office staff informed of any changes in your child's class status



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## Fall Schedule & Registration Process

The Fall 2015 Schedule of Classes will be available on July 22, 2015. Registration for Currently Enrolled Students begins at 10:00 AM on August 3rd. Currently enrolled students may register over the phone and must declare the method of payment preferred by their family. New and Returning Students may begin registering at 10:00 AM on August 10th. September fees, registration fees and a new registration form must be taken care of at the time of registration for New and Returning Students.