

**FROM: ROB BUTCHER**  
**TO: U.S. MASTERS SWIMMING BOARD OF DIRECTORS**  
**SELECTED OTHERS**  
**DATE: APRIL 1, 2010**  
**UPDATE: COACH & CLUB SERVICES**

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The first quarter of 2010, under the direction of Mel Goldstein and Director of Business Operations Mark Gill, saw USMS add three experienced and successful USMS coaches to coordinator positions with our Coach and Club Services team. The attached is a highlight of accomplishments of our coach and club services program. It is our objective to offer more service to Masters coaches and programs.

Our coordinators made 13 site visits during the first quarter of 2010. Site visits included the states of Florida, Virginia, Washington DC, Maryland, Colorado, Oregon, Washington, Idaho, Arizona, Indiana, California, and Texas. They met with leaders of LMSCs, clubs and workout groups. Collectively, our coordinators met with programs representing approximately 6,500 U.S. Masters Swimming members, and hundreds of potential members through YMCA's, Swim Across America, and the Senior Games. In addition there have been thousands emails and telephone calls as our coordinators offer support, encouragement and serve as a resource to USMS programs. Additionally, coordinators have begun capturing video on visits. The videos are professionally edited and posted at [www.youtube.com/USMastersSwimming](http://www.youtube.com/USMastersSwimming).

#### **Jim Halstead (East Coast Region)**

- Conducted site visits to Florida, Virginia, Washington DC, and Maryland which included established Masters Teams (7), emerging Masters Teams (2).
- Conducted training and education to municipalities on sponsoring Masters Swimming, and assisted one municipality to completely overhaul their existing aquatic programming.
- Handed out 8 USMS banners, over 400 brochures/flyers.
- Continuing to mentor over 25 coaches throughout the Eastern U.S.
- Consulted with a Tennessee YMCA building a new facility to include a Masters program component.
- Assisted with the merger of 2 Masters programs.
- Assisted LMSC Chair to find new volunteers for his staff.
- Established an Open Water Training series with over 25 Masters Teams participating. Established a partnership with the first-ever Potomac River-Old Town Open Water Race set for next year.
- Scheduled to speak at NJ LMSC's Annual Banquet.
- Planning to attend; the first USMS meet in Liverpool NY, the Albatros Meet in Maryland, briefing SwimFest and ASCA World Clinic to all coaches, the VA LMSC marketing event in Richmond VA on March 26.

- USMS/ASCA Coaches Certification project; finalized division of levels, selected content, developed milestones and timelines. Coaching Committee Task Force fully engaged and issued content/topics for Level 1 curriculum development.

### **Susan Ingraham (Southwest Region)**

- Areas of responsibility; Arkansas, Oklahoma, North Texas, Gulf, South Texas, Border, New Mexico, Arizona, San Diego-Imperial, and Southern Pacific
- On Nov 23, 2009 there was a 68% club renewal rate across the Southwest Region. Currently we are at 95% clubs renewed.
- 81 Clubs were contacted by email, with follow-up phone calls done as needed to make direct contact with clubs. An introduction of myself, offering of new marketing products available to clubs, and a reminder to renew club membership. The most common reasons given for not renewing as a club include:
  - Miscommunication amongst who within the club should be filing paperwork
  - Person/Coach who has handled club affairs is no longer with the club
  - Unaware that it was time to do so
  - Seasonal club and will wait until later in the year
- Fielded numerous emails with club management type issues. The following are ranked as most asked questions:
  - Manage different ability level swimmers in one workout
  - Writing of workouts
  - Marketing ideas
  - Manage Club Financial's
  - Club vs Team
  - Insurance
  - Hosting an open water event
- Begun and continue updating the Places to Swim site for every club listed.
- Attended 4 various regional area swim meets and provided USMS marketing materials to coaches.
- Visited 9 clubs/coaches to see their facility, running of workout, documented, via video, club dynamics.
- YMCA Aquatic Cabinet Meeting in which 11 YMCA's with the Valley of the Sun Association (AZ) were in attendance to start up own combined club.
- Arizona LMSC meeting. Diffused some inter-personal issues that hindered them to move forward positively.
- Two LMSC's contact information has now been completed.
- Personal invitation extended to attend two more LMSC meetings.
- Promote and be actively involved with SwimFest.
- Follow up with one LMSC's treasurer accounting issues.

## **Lisa Dahl (Pacific Northwest / Northern California Region)**

- Focused on introductions with LMSC Boards, developing communication and identifying needs. This has led to onsite visits and conference calls with the LMSC's.
- Swim Meets: Attended five swim meets, distributed USMS brochures, caps, banners, passed out business cards and developed an email contact list for each location, and connected with local swimmers, coaches and team reps and LMSC reps. Meets in Colorado, Oregon and Pacific Northwest.
- On Site Visits: Total of three on site visits. One with Colorado LMSC Board, Coaches and Team Reps, PNA Coaches and Team Reps and the Greater Seattle Association of YMCA's, making club development presentations, distributing USMS.
- Brochures, caps and luggage tags and sharing tips and experience on how these organizations can develop clubs and membership.
- LMSC Club Development Introduction and Presentations via Conference Call. Complete club development presentation and discussion with Inland NW LMSC Board on club development strategies and ideas and an introductory conference call with Pacific LMSC's Executive Board.
- Consultation on club development with Coeur d'Alene Idaho, Kroc Center. Helped them develop their approach and referred candidates for them to consider in a head coach. This program is now an up and running workout group with 40 swimmers.
- Swim Across America: Working closely with Seattle SAA group for their Seattle Sept 11th open water event (expected to have 300 swimmers). Exploring opportunities to work with SAA on common goals-more open water events; more membership; possible sanction/insurance opportunities, volunteer coordination, etc. Working with PNA Board and the National Office.
- Contacted all the LMSC's in my region to introduce myself and the club development programs and services. Contacted clubs in my region who had not registered by December.
- Worked with LMSC's on some model club development opportunities, specifically:
  - PNA Coaches Clinic for Club Development: This model invites coaches to a club development clinic. It is well suited to bring coaches who span a geographic area together for networking and resource sharing. The clinic involved a club development presentation from USMS, information sharing sessions from leading coaches in the area, setting goals for future coaches committee work and networking/team building.
- Gathered information on the model university masters group at Western Washington University. Obtained their school handbook. Masters swimming at Western is a school sponsored 'club' or activity. Western Washington provides credit to their Masters swimmers for volunteer work and allows fund raising opportunities for them to travel and compete. Typically Western Washington sends 10-15 swimmers to short course nationals each year.
- LMSC-Regional Club-Club Development model. Most of the LMSC's in the northwest have large regional clubs (Oregon, Colorado, PNA, for example). In order to facilitate the club development activities with the local workout groups under these Regional clubs, developed a representative from the LMSC who will 'birddog' what's happening at the

club level and report to me regularly about opportunities for club development in the area.

### **Mel Goldstein (Club Development Coordinator / Midwest Region)**

- Arizona site visit to Phoenix / Tucson areas. Met with a number of clubs (Mesa Aquatic Masters, Skyline Masters, Brophy Masters)
- Made presentation to the Valley of the Sun YMCA Aquatic Cabinet.
- Attended the Oregon LMSC retreat.
- Attended the Pacific Northwest Coaches Clinic in Seattle and made a presentation to the Seattle / Bellevue YMCA's on how to develop a Masters Program in the YMCA structure.
- Attended the Colorado LMSC Annual Meeting.
- Site visit to UCSD for SwimFest 10 (San Diego).
- National Recreation and Park Association Aquatic Conference (Houston).
- Met with Lafayette Jeff High School Board to help them develop a Masters Program for the community of Lafayette, Indiana.
- Planning the logistics for SwimFest 10 (schedule, hotel, pools, social, mentor coaches)
- Met with New Albany YMCA, developing a program for the YMCA and the New Albany, Indiana Community.
- Communicating with the USMS Committee regarding the Master ASCA Certification Program.
- Answered over 500 emails pertaining to a variety of topics on club development, marketing and coaching.

### **Future Goals and Planned Activities For Club Development and Coaches Services**

- Two to three more on site club development presentations for LMSC's to host including Pacific LMSC, Inland NW and Snake River.
- Continue developing relationships with Swim Across America, YMCA's, Senior Games and Tri-Athlete groups.
- Introduce the Western Washington University models to other universities especially where university swimming programs are getting dropped. Continuing with swim meet visits around the region.
- Continue to update club information on "Places to Swim".
- Attend two more LMSC Annual Meetings.
- Promote and be actively involved with SwimFest.
- Continue to communicate with USMS Coaching Committee.
- Finish the curriculum for the Masters ASCA Certification Program.
- Continue to engage the Coaching Committee Task Force on content/topics for curriculum development.