



CLUB DEVELOPMENT

usaswimming.org

Dear Coach,

1. Vote for the Sullivan Award
 2. Swim Quick Results
 3. American Red Cross New WSI Program release.
 4. Diversity in Aquatics....17 Bottles a good story.
 5. A club makes a big impact!
-

VOTE for the Sullivan Awards

Swimming has 3 of the 10 Finalists. Erin Popovich, Dara Torres and the 4 x 100 Relay

http://www.usatoday.com/sports/2009-03-09-sullivan-award-2008_N.htm

or

<http://www.aasullivan.org>

The Results are in...



Dear "Swim Quick" swimmers, donors and friends,

Thank you - thank you - thank you. Words are not near enough to thank you for your part in this year's "Swim Quick" event. I was fortunate enough to see Richard and his family on February 14th and their gratitude was immeasurable. He and his family were touched by all of you -- whether you swam, donated or volunteered your time. He absolutely felt all the outpouring of love, prayers and positive energy.

We hope that you will all join us for "Swim Quick" again next year.

<http://www.swimacrossamerica.org>

Swim Quick began as a simple idea: A desire to honor Richard in his time of need. Within four weeks, virtually the entire swimming community was involved, along with the National Media and many of Richard's Olympic swimmers. Hundreds of teams across the country held their own Swim Quick events on Valentine's Day and thousands of swimmers across the world jumped into a local pool on their own. Unique workouts were created to honor him (12 x 200s because he was a 12-time NCAA champion, 6 x 100s sprint because he coached 6 Olympic teams, etc). Coaches from England, Australia and even South Africa contacted Swim Across America to find out how they could get involved. Teams held moments of silence in his honor. An adult swimmer wrote an email saying how he still vividly remembers Richard teaching a swim clinic and how he jumped in the water to show him how to do a flipturn - with his clothes on! Indeed a special man to everyone he touches.



Swim Across America's "Swim Quick" program was featured on the Today Show, NESN, CNN Headline News, Fox Sports News and in Sports Illustrated. The steamrolling momentum this event gained as it was developed was unparalleled. The selfless support and attention of everyone in the swimming community -- and beyond -- left us speechless. It is a testament to Richard and the impact he has made on the world -- not only as a coach, but as a man. Thank you for helping Swim Across America show him how special he is to all of us.

So far, Swim Quick has raised over \$50,000 for the Richard Quick endowment and the checks are still pouring in. We would love to keep this momentum going. Our open-water swim season is just around the corner - they are held across the country from New York to San Francisco. We would love to have your continued involvement with Swim Across America. Here are some ways to stay involved.

- [Join an event](#) - Check out our events schedule and register for an event today.
- [Give](#) - It is not too late to make a donation in Richard's honor or to organize a swim in his honor.
- [Swim Quick Apparel](#)- Wear "Swim Quick" apparel all year.

Thanks again for your involvement with this inspiring event.
With gratitude,



Janel Jorgensen
Executive Director
Swim Across America, Inc.



Introducing the 2009 Swimming and Water Safety Program from the American Red Cross

The newly revised American Red Cross Swimming and Water Safety program for 2009 is now available! Based on feedback from industry experts, the program has been updated to make it more effective and easier to teach. Updates include:

- Water safety and drowning prevention skills built into all swim levels as a major focus of learning.
- New distribution of swim skills throughout the levels to help reduce bottlenecks and optimize skill acquisition.
- Three new Preschool Aquatics levels to better meet the developmental needs of younger children.
- The latest techniques and biomechanics from USA Diving and USA Swimming.
- Information to help instructors incorporate participants of varying ages and abilities into standard swim classes, including those with disabilities and other health conditions.

The updated program includes a wide variety of courses and presentations to meet the unique needs of aquatic facilities, swim clubs and swim teams. Choose from the following offerings:

- Water Safety Instructor
- Parent and Child Aquatics (2 levels)
- Preschool Aquatics (3 levels)
- Learn-to-Swim (6 levels)
- Water Safety Courses and Presentations
- Longfellow's WHALE Tales
- Safety Training for Swim Coaches

To learn more, [click here](#) to view the American Red Cross Aquatics Catalog.

Update Your Water Safety Instructor Authorization

Choose from three options to update your Water Safety instructor or instructor trainer authorization.

1. Group Orientation at your Local American Red Cross Chapter
To find a chapter near you, visit www.RedCross.org.
2. Online 24/7 at www.InstructorsCorner.org/RedCross
3. Aquatics International Webcast (hosted by American Red Cross National Headquarters)
Wednesday, March 11, 2009 from 2:00 – 4:00 pm ET
Register now at www.AquaticsIntl.com/RedCross

The Red Cross is pleased to be authorized by IACET to offer 0.2 CEUs for these update sessions.

Order Program Materials Today

To order the updated Swimming and Water Safety program materials, contact your local American Red Cross chapter, call (800) 667-2968 or shop online at www.ShopStayWell.com

NOTE: "Coach Members" seeking certification in Safety Training for Swim Coaches to become compliant with the new USA Swimming requirement effective January 1, 2009 may contact their local American Red Cross chapter for course dates and times. To find a Red Cross chapter near you, visit www.RedCross.org

=====

A message to all members of Diversity in Aquatics

This is a web group that is interested in promoting diversity in aquatics. The 17 Bottles story is a good one to hear.

Good evening everyone. I hope you have taken the time to watch "17 Bottles" it is a great story and start to a new endeavor of ours. Starting last summer, we began interviewing many of the legends who have been championing diversity in aquatics for years. Through this new effort on our parts, we aim to bring your their stories in their own words. So I hope you enjoy it and if you have any suggestions or comments, please let us know.

"17 Bottles" is the first part of the Lee Pitts story, more will come this week and we will hear from more of our members in the upcoming weeks.

<http://diversityinaquatics.ning.com/video/17-bottles>

=====

PRESS RELEASE

In an effort to promote awareness throughout its entire program, but especially with its younger swimmers, Southeastern Swim Club (SSC) recently came up with an idea that has sent shockwaves throughout the swimming community here in central Indiana. SSC purchased specialized team swim caps that were pink and had the "Komen for the Cure" symbol on them. They then took these caps and gave one to each of their athletes asking a small donation in return. This idea is consistent with the club's mission to teach its athletes life skills that are important both in and out of the pool.

SSC swimmers have worn these caps at several swim meets all across the state - the response has been overwhelming!

According to SSC Head Coach, Andy Pedersen, *"Almost every meet we go to, coaches, athletes, and fans of other teams ask us where we got these caps and how they can get them. Fortunately, any team can have their supplier do the same thing and it is our challenge to each team in the state to do this. It has had an enormous impact on our team from awareness standpoint and our younger athletes have been especially inquisitive about breast cancer. This situation has definitely led to many teachable moments for our staff."*

This past week, Coach Pedersen and the Southeastern Swim Club athletes presented a \$500 check to Dana Curish, Executive Director of the Indianapolis Affiliate of Komen for the Cure (picture attached). Curish was impressed and had actually already seen the caps in action at a local swim meet. *"This was one of the most creative and fun ideas that I've seen to engage young people in the fight to end breast cancer. The team raised a great deal of money but that was only a small part of the good they accomplished. The caps raised awareness of this issue among hundreds of young people who probably never heard of breast cancer let alone understood how serious it is. How many of the team's mothers and grandmothers or other women at the various swim meets saw the caps and realized that they needed to get their annual mammogram? I have no doubt the team's efforts saved lives!"*

Andy Pedersen
Aquatics Director and Head Coach
Hamilton Southeastern High School
Southeastern Swim Club

=====

The material in this e-mail is provided for educational and informational purposes only and does not constitute a recommendation or endorsement with respect to any company or product. One of the objectives of the USA Swimming Coach's Blast e-mails is to make coaches aware of potential resources available.

IMPORTANT REMINDER: USA Swimming reminds all member organizations and coaches that you are responsible for complying with applicable copyright laws regarding publication and distribution of printed materials, including internet content.

If you have any concerns about whether material you seek to reprint is covered by copyright law, we encourage you to contact the author and obtain permission or otherwise seek appropriate counsel regarding the use of the materials.

Peter C. Clark
Sport Development Consultant
USA Swimming
719-866-3561 (direct line)
719-330-0743 (cell)

Check out USA Swimming's new Club Recognition program. Follow the blueprint to develop a strong, stable, financially sound and athletically productive organization. See www.usaswimming.org/ClubRecognition