



CLUB DEVELOPMENT

usaswimming.org

Dear Coach,

1. Have you race start certified your swimmers?
2. US Olympic Hall of Fame voting now available.
3. Marketing COPS
4. A video on finish strong.
5. Short Course Time Standards
6. Splash Bash is Back!

“Dreams are maps. The ability to think about the future is what drives us all to attain.” Dr. Irwin Redlener

Have you race start certified all of your swimmers?

As of May 1, 2009 ALL swimmers must be race start certified in order to do racing starts in practice or competition into less than 6 feet of water. Additional explanation and certification forms are available on the USA Swimming website on the Coaches' Tab. Failure to complete the certification process jeopardizes insurance coverage in the event of a racing start accident.

Swimmers nominated for 2009 U.S. Olympic Hall of Fame

The United States Olympic Committee (USOC) announced today that swimmers Gary Hall Sr., Mary T Meagher and the 1976 women's 4x100 free relay team have been nominated for the U.S. Olympic Hall of Fame Class of 2009. They join a list of 15 individuals, five teams and five Paralympians nominated for the 2009 class.

From now through June 16, fans can cast their votes for the 2009 class of the U.S. Olympic Hall of Fame online at teamusa.org.

The inducted class will include five individuals, one team and one Paralympian, as well as three additional individuals: a coach, veteran and special contributor.

The inductees will be revealed in early July and will be honored at a black-tie induction ceremony Aug. 12 in Chicago. The U.S. Olympic Hall of Fame is the only national sports Hall of Fame that includes fan voting.

"The U.S. Olympic Hall of Fame honors Olympic and Paralympic legends who have inspired our country for generations, uniting us behind Team USA and giving us role models who epitomize the Olympic Ideals," acting USOC CEO Stephanie Streeter said.

The Aug. 12 induction ceremony will honor the 2009 U.S. Olympic Hall of Fame class and introduce a new international award – the Olive Branch Award - given to an individual or individuals who best represent the international ideals of the Olympic Games by working to build a peaceful and better world through sport. Also new to 2009, the induction ceremony will feature a special fundraising banquet to benefit Chicago 2016, Chicago's bid to host the 2016 Olympic and Paralympic Games.

Nominees for the induction class of 2009 were selected by a 10-person nominating committee consisting of athletes, members of the U.S. Olympic Hall of Fame, historians and USOC representatives. Fans can vote by visiting teamusa.org.

Marketing COPS – Summer Clinics

Do you have an idea or a question for the Marketing COPS? Let us know what works in your community.

About the Marketing COPS:

Liz Kershaw has been with the [City of Plano Swimmers](#) since 2003 and has been in the marketing role since 2006. Prior to COPS, Liz worked at Ohio University as an assistant coach for the men's and women's swim team as well as in the athletic department business office. Liz has been coaching for 12 years.

Craig Harris began his coaching career during college with several summer league swim teams and coached USA Swimming's Indian Aquatic Club. Before moving to Plano he spent his last year as a student coach at the University of Louisiana at Monroe. Craig began coaching full time with COPS in 2007, prior to that he was the head swim coach for Plano Senior High School.

Marketing COPS wanted to reach out to the local country club leagues. To do this, we offered two summer clinics for them to select. The first option was a pre-season clinic to introduce drills, strokes and starts. The other option was a fine-tuning clinic held prior to their championship meets. During each clinic we provided the following:

- One coach and two senior level athletes
 - Drills for strokes and starts (2-3 per stroke)
 - Nutritional information for swimmers
 - Rewards for swimmer participation
 - Additional marketing materials for COPS and the Splash Bash

A coach and two athletes: Our first goal was to create a unified and consistent clinic format. By having Marketing COPS organize and operate the clinics, we were able to ensure all the key points (stroke and promotional) were highlighted. The senior swimmers were a tremendous asset to the clinics. They were able to demonstrate stroke technique and drills as well as to

assist young swimmers with form. The younger swimmers and parents loved the extra attention in the water.

Drills for strokes: The goal was to have one consistent theme transfer from one stroke to the next when we developed the list of drills. We came up with the following three components of technique: Body-line, Head Position and Timing. From these we chose 3-4 drills per stroke that focused on each of the overall components. At the conclusion of the clinics we passed out the list of drills to the swimmers. We also talked to the summer league coaches about a progression format to help them use the drills with multiple levels of swimmers.

Nutritional information: During the nutritional portion of the clinics, we used USA Swimming literature for a brief yet quality overview of swimming nutrition. We gave every swimmer at the clinics a bottle of water personalized with the COPS logo and contact information. Donors provided snack-size sports bars for a nutrition trivia game.

Rewards for swimmer participation: Marketing COPS felt that it would be to everyone's advantage to find ways to keep all the swimmers on task and alert even though we were dealing with multiple ages and abilities. The fastest and easiest way was using a goodie bag filled with donated caps, goggles, CDs, a sweatshirt, water bottles, USA Swimming stickers and various other donated items. As the swimmers performed a drill correctly or answered a question appropriately, they were rewarded with something out of the bag. At the end of the clinics we had a brief Q and A to give away some of the larger prizes.

Additional marketing materials As previously mentioned, we used donated items as rewards for the swimmers during the clinics. At the conclusion of each clinic we gave a brief explanation of the Splash Bash and handed out information packets.

Each packet included a printed invitation to the Splash Bash, a review of the stroke and start drills, nutrition information and a business card. While the swimmers were waiting for their friends and parents, we played the COPS marketing video, a three-minute infomercial about our team's philosophy and background. The swimmers got a big kick out of seeing some of their friends or the senior swimmers who had just helped them at the clinic. Another great opportunity to play the video was prior to the start of the clinics as the swimmers arrived at the pool.

When the summer was over we had 150+ summer club swimmers participate in the clinics. Marketing COPS considered this a huge success because it was 150+ swimmers that probably had never considered the opportunity to swim year round and they at least now knew it was an option. It was also a great way to cross-promote the Splash Bash and our team in general.

By placing the Splash Bash and COPS logos on the invitations, water and printed materials the swimmers had something to take home and show mom and dad. Finally the clinics were another way for COPS to promote our sponsors and thank them for their continued support.

[Just click here to watch.](#)

Finish Strong,



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The 2009 SCY USA Swimming Nationals Time Standards:

http://www.usaswimming.org/USASWeb/Rainbow/Documents/31319109-a88d-4dd3-bb9a-cc271e272b29/08_standards.pdf

and the 2009 SCY USA Swimming Speedo Junior Nationals Standards:

http://www.usaswimming.org/USASWeb/Rainbow/Documents/8dd4e60a-b3cc-42be-9ad6-8192da8785f8/08_scy_juniors.pdf



The Splash Bash is Back!

Make use of your USA Swimming team members and coaches to spread the word about swimming to prospective members by hosting a Splash Bash! You will be provided with all the tools to make the viewing party great with a party host kit! It'll be the perfect platform to tell their friends/team members about how to get involved in USA Swimming and encourage swim team sign ups!

Hosting a Splash Bash party will help you use the excitement of the World Championships Trials in Indianapolis or the World Championships in Rome to assist you in your recruiting efforts. Both events will be broadcast on NBC. USA Swimming will provide party kits that will help you host the ultimate watch party!

Kits will include games, prizes, giveaways and decorations. There will be a fully dedicated website for hosts and a sweepstakes Micro-site for your attendees! All materials will be developed to enhance the event and to assist in your recruiting efforts.

If you are **INTERESTED** in hosting a party for your club, please fill out the attached PDF and submit it back to USA Swimming.

Or send an email to splashbash@usaswimming.org! or fax it to 719-866-4049. Hurry there are limited kits available

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.

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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