

USMS Relay 2024 October 18-20, 2024 - Paul Morris

Attended a classroom overview of Adult Learn To Swim (ALTS) and an in-pool demonstration of the processes.

Bill Meier held a classroom session which carefully summarized most of the steps in ALTS. Then we went out to the pool and two volunteers who needed to learn to swim followed the instructions and made vast improvements very quickly. He explained the types of people needing the training and how to approach them.



October 19, 2024

New Volunteer 101 - Doug Garcia, Kenny Brisbin

An overview of USMS's eight Zones, 51 LMSCs, committees, and national volunteer opportunities. Also, the organizational chart with the house of delegates, the eleven standing committees board of directors, including 10 directors at Large Directors from each zone, the executives and paid staff were given.

I had a question of why we should register a workout group for which there are fees for each group, because I don't think our group does this. I can understand the reason for registering clubs and the fees associated.

Welcome and official commencement of Relay 2024 and National Coaches Clinic

Ed Coates, USMS President, went over the missions and values of USMS and covered the themes of the relay meeting, which this year is community development. Previous years covered event development and club development and these themes will be repeated again over the next three years.

Tom Moore went over how we will be more interactive in the sessions and he also covered how the forums online were not being used much, and now we will use QR codes to sign up for a new Peer-2- Peer program for each of the LMSC committee volunteers roles. (Scan QR code page for signing up to stay in contact or be mentored by other LMSC volunteers in the same role).



**U.S. MASTERS
SWIMMING**

LMSC VOLUNTEER PEER-2-PEER SIGNUP

 CHAIR/VICE CHAIR	 SECRETARY	 TREASURER	 MEMBERSHIP COORDINATOR	 SANCTIONS CHAIR	 SAFETY CHAIR
 OPEN WATER CHAIR	 EVENT DIRECTOR	 OFFICIALS CHAIR	 TOP TEN RECORDER	 LMSC RECORDS	 COACHES CHAIR & CLUB DEVELOPMENT
 COMMUNICATIONS CHAIR & WEBMASTER	 FITNESS CHAIR	 DIVERSITY & INCLUSION CHAIR	 ADULT LEARN-TO- SWIM CHAIR	 LMSC AWARDS & RECOGNITION	 LMSC HALL OF FAME

Build relationships with and learn from your peers. Direct questions to:
LMSCdevelopment@usms.org

Community via Competition. Karyn Austin (SWAG), Ed Tzusuki (NJ), Bob Bruce (OR).

- Discuss how pool meets, open water events, virtual national championships, and informal competition during workouts or elsewhere can help build community.

Several speakers went over how to get swimmers to register and families, sponsors, donors to volunteer for meets.

Karen Austin from Gainesville (SWAG team) went over both excuses for swimmers not signing up for meets **versus** the rewards and incentives for doing this. She would give different workshops such as going over how to do starts, giving out t-shirts at the meets, making a king and queen for the oldest swimmers and giving them flower bouquets. She'd hand out raffle prizes donated throughout the meet and mix up relays with other clubs. She would always have a post meet gathering and to eat meals.

Working in small groups we came up with ideas for getting swimmers to sign up for meets and volunteers. Ours were to have breakfast each month, handout swim caps, other stickers, and have food drives.

Ed Tsuzuki, a meet director and coach of the 200+ member team tsunami, gave other ideas such as giving out gift cards and food to volunteers. He gave fun ideas about finding items on Alibaba such as caps, yoga mats, insulated bottles, and equipment bags.

Bob Bruce's 250 swimmers in Bend, Oregon had the highest interest in open water and triathlons. His meets would end up being virtual swims such as the hour swim, the two-mile relay, 5 and 10 km, and a 200 kick for time. These are all fitness events but still need volunteers for holding the meet. He suggested that each swimmer would take their volunteer to breakfast or every swimmer has to also count. He also suggested getting food truck vendors on site.

Bridging the Generation Gap with College Club Swimming (CCS)

The past, present and future of USMS - College Club Swimming collaboration, including combined events, bridge memberships, and potential benefits to both organizations.

Five College Club swimmers or former college club swimmers came to give a talk about how their meets were run and their interaction with USMS. – Jason Weis, Maddie Sibilia, Onshalee Promchitmart, CCS Adv Bd member David Chen ('24), and URI Swim Club President Casey McQuesten.

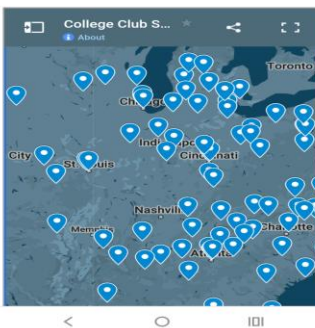
In 2016, USMS met with college club swimmers and the next year was the first registration period, in 2017. In 2018 was the first Nationals meet with 2400 swimmers and at Georgia Tech. In 2019 USMS began bridge memberships, which are now free. CCS are having four regional meets, one each week this time of year ending with the last one on November 2nd in Boston.

They went over the 2023 Rhode Island meet in which 365 swimmers had 61% college club swimming and 39% Masters swimmers. There were nine College clubs and 21 USMS teams at the meet. They added music during the races which really boosted the excitement at the meet, gave the proceeds to the college clubs, and the cost of renting the pool was brought way down because of the college club connection to the university pool.

We came away with the fact that we need to reach out to the college club swimming teams in our areas, which for Ozark are mainly SLU, Wash Univ., and Mo S&T. Look on CollegeClubSwimming.com Look-Up map and click on the location to find the contacts.



Club Lookup



The CCS Nationals this year in March is in Arizona and is advised to volunteer at the meet because its capacity maxes out for both swimmer entries and spectators in just hours.

Lunch and Keynote Speaker

Dawson Hughes, the USMS CEO, went over the initiatives for Lane Mate, which will be an online app for independent swimmers to access all our USMS content. This initiative should be out by November.

Brian Robbins the head of Grown Up Swimming went over this program for summer league adults swimming in meets. They only swim 25s and the 100 IM, which is the big distance event. There are 30 active leagues across the US. These are usually just groups of friends and we hope to have 40 leagues by next year.

Charity Events

Discussion and examples of the power of charitable causes, how charity swim events can build community, and why swimmers, governance leaders, and clubs benefit from hosting, supporting, and participating in charity events.

USA Swimming Foundation: Elaine Calip talked about how the Foundation, which started 20 years ago, has events such as the Swim in the Trials Olympic pool raised \$50,000. She gives grants out for the average amount of \$3500 and up to a Max of \$5,000 for funding ALTS. Olympic swimmers sometimes come to clinics such as Rowdy Gaines, Cullan Jones, and Nathan Adrian.

Swim Across America: Rob Butcher discussed these 25 Charity swims. He said Swim Across America was given credit by Merck for discovering Keytruda. All the money raised at these swims stays local. Steve Brown gave talks about charities and swims for benefiting veterans.

Community via fitness and education

How non-competitive events can help build community --- e.g., socials, dryland and non-swimming workouts, ALTS and "Bridge to Masters" programs

Bill Brenner, Charlotte Brynn, Brandi Bashor, Del Grant & Abby Dickson

Brandy Bashors talked about her Buffalo New York team called Nickel City Splash Masters where she has been teaching ALTS only since 2021. Even now she has taught 173 swimmers and 38 of them are now Masters swimmers. She has a total of about 150 Master swimmers and 150 students taking ALTS. The Master swimmers stay after practice to teach the ALTS. Del and Abby both took the ALTS program with her and now teach the classes.

Charlotte Brynn talked about her guiding new Open water swimmers. First they practice in the pool by siding, drafting, trading water between each hundred, swimming three abreast and swimming around each other. We talked in groups and decided that we also have to practice feeding with the swimmers and practicing with lots of other people grabbing your legs.

We also talked about how there needs to be an advanced ALTS for those who could already swim 25 yards across the pool without stopping or calling it a stroke

development class to advance towards entering Masters workouts, some people will call this a pre-master's group.

Bill Brenner talked about how the program works and that to get the ALTS certification class or Master's coaching class, his USMS educators must be invited to come to your pool. He also discussed that the Try Master Swimming campaign is required when you register your clubs each year.

October 20, 2024

How to support Grown-Up Swimming - Brian Robbins

Discuss the highlights, growth, demographics, and plans for Grown Up Swimming and how you can get involved.

There are 2.5 million kids in summer leagues and that translates to tens of millions of former summer kids swimmers. There's never been a recreational level swimmer league in the U.S. The first one started in Atlanta in 2017 where they have summer adult competitions and this could be a large feeder league for Masters competition. (See above session for more details).

Partnerships and USMS Initiatives review

Overview of Grown-Up Swimming, College Club Swimming, USA Swimming Foundation, Try Masters Swimming, and USMS sponsors. Dawson (overview), Jay, Kyle, Brian, Jeff Strahota (CCS)

All these initiatives are to pursue new ways to add to the mission of USMS.

As discussed earlier, the USA swimming Foundation also has USMS members on their board such as Carrie Stolar. The foundation provides scholarships for teaching the ALTS program. ALTS is being taught by many clubs and coaches now as a huge part of their business plans.

We as USMS members are not allowed to reach out to college students to develop a swim club, however we could discuss the College Clubs Swimming (CCS) programs with our USA coaches and parents if their student doesn't really want to commit that much time during college to swim under a coach, but they still would like to compete some. Or they stop swimming on their scholarship teams part way through college but still want a swim workout. We should at least reach out to the contacts at existing CCS programs in Ozark and invite them to our meets. By January 1, 2025, all the swimmers in CCS will be given USMS Member ID numbers.