



# Building a Successful Swim Program

# Welcome to Masters Swimming

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## **Masters Swimmers**

Over 50,000 men and women nationwide, ages 18 to over 100, plus many more in countries around the world, participate in Masters swimming. Masters swimming is an adult aquatic fitness program for individuals who have chosen aquatics as their means of exercise for a healthier lifestyle. U.S. Masters Swimming programs do not discriminate between levels of ability nor the individual goals of its members. There are many different types of swimmers. Some members are highly competitive; others swim for fun or fitness. Many athletes prefer open water events or triathlons.

## **Masters Swim Clubs**

Swim clubs are groups of Masters swimmers organized for the purpose of training, fitness, and enjoyment of swimming. Members may work out in one or more pool facilities, usually under the direction of a coach. Clubs offer camaraderie and social opportunities to swimmers.

## **National Office**

U.S. Masters Swimming is the national governing body for all adult swimming programs in the United States. The purpose of this publication is to give prospective coaches and clubs an idea of how to get started, to give new clubs the organizational concepts to help them grow and be successful, and to aid established clubs in finding information and ideas that will result in a fresh and creative approach to running their organizations.

We hope this booklet will serve you well and we look forward to your continued participation in the U.S. Masters Swimming.

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**U.S. MASTERS  
SWIMMING**

# The Vision of U.S. Masters Swimming

# U.S. Masters Swimming

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## **Mission Statement**

To promote fitness and health in adults by offering and supporting Masters swimming programs.

## **Goals and Objectives**

- To encourage and promote improved physical fitness and health in adults
- To offer adults the opportunity to participate in lifelong fitness and/or competitive swimming program
- To encourage organizations and communities to establish and sponsor Masters swimming programs
- To enhance fellowship and camaraderie among Masters swimmers
- To stimulate research in the sociology, psychology, and physiology of Masters swimmers

## **Vision Statement**

- Provide consistently superior services to our members and clubs
- Provide the leadership tools to our local and national volunteers to enrich their lives by participation in Masters swimming
- Educate our members and the community at large about the benefits of swimming
- Actively seek to enrich as many lives as possible through programs, recruitment and member retention
- Pursue opportunities for adults to swim and clubs to form and be successful

# Benefits of an Adult Fitness Swim Program

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The benefits of providing an adult aquatic program in regards to a facility are as varied as the swimmers that participate in the program itself. Pools are a big draw to membership. Studies have shown that even if a prospective member does not plan on using the pool for lap swimming, they would be more likely to join a gym that has a pool vs. not having one. Very much like a hotel. Do guests ever go swimming, or even use a hotel pool? Rarely. But almost every hotel has a pool, because for a guest, it sets a standard for the services that the hotel may provide.

It is prudent that facilities now find ways to pay for the cost of maintaining the very thing that brought the membership in. To simply leave the pool empty...costs money. Swim lessons, Summer Swim Team, Water Aerobics, and Open Lap Swimming tend to use the pool more heavily in the warmer months. An organized, coach led swim program will provide year round use of the pool.

## **Members of Swim Programs have numerous reasons for joining**

- On Deck Coaching
- Structured Workout Regimen
- Motivation
- Camaraderie and Fun
- Stroke Technique Evaluation
- Learn the latest swimming skills
- Family Social Activities

## **Questionnaire Answers to Personal Benefits Gained from Swimming**

- Makes me happy
- Feel healthier
- Will allow me to live longer
- Improves my personal relationships
- Gives me more energy
- Perform better at work
- Able to channel my competitiveness constructively
- Gives me confidence socially
- Helped me overcome personal fears

# USMS Membership Benefits

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## **Exclusive Information and Content**

- Subscription to the bi-monthly member publication SWIMMER magazine
- Subscription to the monthly member e-newsletter
- Opportunity to receive the monthly coaches e-newsletter
- Opportunity to create your own blog on the usms.org website
- Opportunity to share your photo album with the swimming community on the usms.org website
- Opportunity to create a personal usms.org email forwarding address to identify yourself as a member of our aquatic community and protect your own personal email address from spam
- Opportunity to track your fitness activities via our personal online fitness logs
- Opportunity to rent instructional videos from the U.S. Masters Swimming video library

## **Fitness / Participation Programs**

- Opportunity to participate or compete in the very popular 1-Hour Swim, you conduct the 1-Hour Swim in your local pool then submit your results for tracking and recognition
- Opportunity to participate or compete in the Postal 3000-yard swim, 6,000-yard swim, 5K swim and 10K swim, you conduct any or all of the distance swims in your local pool then submit your results for tracking and recognition
- Opportunity to participate in popular fitness programs such as Go the Distance and Check off Challenge
- Opportunity to attend U.S. Masters Swimming weekend swimmer development programs such as SwimFest

## **Competition Programs**

- Opportunity to compete in any of U.S. Masters Swimming more than 500-sanctioned regional and local pool and open water events
- Opportunity to compete in U.S. Masters Swimming spring and summer pool national championships
- Opportunity to compete in U.S. Masters Swimming open water national championships
- Opportunity to attend U.S. Masters Swimming weekend programs such as the High Performance Clinic

## **Coaching**

- Exclusive access to online weekly workouts provided by select U.S. Masters Swimming coaches
- Access to coached workout programs in your area
- Access to more than 800 local Masters clubs and workout groups that provide coached workouts all across the country, for when you are traveling
- Opportunity to receive support including visits from U.S. Masters Swimming Club & Coach Services mentor coaches in developing your program

## **Recognition and Awards**

- Tracking and archiving your event results on USMS.org
- Recognition and awards if you achieve Top 10 or All American status
- Record personal training achievements

## **Insurance**

- Liability and excess accident insurance for both medical and dental while participating in a U.S. Masters Swimming insured activities
- Accidental death & disability coverage while participating in a U.S. Masters Swimming insured activities

## **Volunteerism**

- Opportunity to serve in a leadership position within your Local Masters Swim Committee and U.S. Masters Swimming

## **Grants**

- Opportunity to access available grants for your local club development through U.S. Masters Swimming Club & Coach Services division

## **Sponsors Discounts**

- Exclusive sponsor discounts
- U.S. Masters Swimming has 52 Local Masters Swim Committees (LMSCs). LMSCs are U.S. Masters Swimming local partners. LMSCs deliver benefits such as ensuring your membership is accurate, they sanction events, they post events on the USMS.org calendar, they track regional results, they provide service and direction to clubs in their footprint, and they distribute valuable information through their newsletters and websites. A portion of our membership dues goes to LMSCs.
- U.S. Masters Swimming membership is annual. You may sign up as early as November 1 and your membership is good through the following December 31, which is a full 14 months.



# Starting an Aquatics Swim Program

# Check List for Starting a Swim Program

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## **Common Traits of Successful Clubs**

- Stable Pool Situation
- Coaching Leadership
- Supportive Volunteer Group
- Maintain a Standard of Excellence
- Program Available to Everyone
- A well thought out Financial Base

## **Determine Interest and Identify Target Audience**

- Anyone 18 years and older
- Parents of age-group swimmers are often former swimmers
- Local triathletes
- Post-college swimmers, former high school and age group swimmers in the area

## **Determine Practice Times**

- 5:30 a.m. to 7:00 a.m.
  - Ideal for most working adults
  - Be flexible as many may need to jump out of practice early
- 8:30 a.m. to 10:00 a.m.
  - Preferred by Moms after getting kids to school
  - Best for those who work from home or have flex work hours
- 11:30 a.m. to 1:00 p.m.
  - Used when pool located near workplace
  - Keep to hour in length –swimmers have a limited amount of time
- 6:00 p.m. to 7:30 p.m.
  - Popular with triathletes
  - Singles or those who have no young kids
- 7:00-8:30 p.m.
  - Allows dinner with family
  - Commute issues
  - Provides daylight hours for run and/or bike workouts prior to swim practice

## **Facility Usage**

- Location
  - Private Sports Club
  - Public Facilities
  - YMCA and YWCA
- Rental Agreement
- Salary Negotiation

## **Club Membership Dues**

- Base fees on pool rentals, lifeguard fees, salaries for coaches, other expenses
- When determining fees barter services for pool rentals and lifeguards

- U.S. Masters Swimming and LMSC club registration fees
- Printing and mailing a regular newsletter
- Club services (administrative costs, billing, office costs, etc.)
- Website
- Activities (social functions and their costs)
- Club marketing and promotional expenses

### **Establish Credibility**

- Tailor workouts for all Masters swimmers, including competitive, fitness and triathletes
- Be on time for practice and look professional
- Take an interest with each swimmer
- Develop a newsletter and website
- Establish an Brand (Image, Logo, and Mission Statement)

### **Develop Good Relationships**

- Give members ownership in the program by delegating
- Team parties and social events
- Include spouses in group activities
- Newsletter and Website
- Fundraising and Sponsorships

### **Provide Recognition**

- Newsletter and website
- Bulletin board in pool areas
- Local newspaper
- On deck in front of peers
- At team events

### **Program Activities**

- Select meets in the area your program will support with participants and/or volunteers
- Team stroke clinics
- Community Service Projects
- Support other Swimming Activities (high school or local college championships)

### **Local Swim, Bike, or Run Shop Support**

Partnership provides a win-win for both parties and increases member benefits

- 10% discount for your USMS team members (exchange for supporting their store)
- Include them in all of your activities and brochures, newsletters, etc.

**Advertising** (please refer to Marketing Manual found in this handbook for more details)

- Word of mouth
- Flyers / Newsletters posted at workout facility
- Club and USMS Website
- Provide T-shirts, and caps with your logo

# Registration

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## **Masters Club Registration**

There are close to 700 Masters swim clubs registered with U.S. Masters Swimming through 52 Local Masters Swimming Committees (LMSCs). The annual cost of club membership includes an LMSC fee (varies from one LMSC to another), plus the U.S. Masters Swimming registration fee. You can register for membership online at [usms.org](http://usms.org) by clicking on the “Join USMS” button and following the simple instructions. Applications for membership can also be obtained from your LMSC Registrar.

As part of the application process, new clubs must choose a name and a four-letter abbreviation. Checking with the LMSC Registrar will determine whether the chosen letter combination is already in use. Clubs re-register each year, between October 1<sup>st</sup> and November 1<sup>st</sup>

A club must be registered before individual swimmers may register with that club. Individuals will register between November 1<sup>st</sup> and December 31<sup>st</sup>, so it is important to have every club registered before this time.

Individual Membership Application Forms are available online at [usms.org](http://usms.org) or from your LMSC Registrar. The cost of membership, in effect through the calendar year, includes a national fee plus an LMSC fee (which varies from one LMSC to another). Only registered U.S. Masters Swimming members may compete and only members of the same club may officially swim together on relays at meets.

Swimmers register with a Masters club, depending on club procedures, by one of the following ways:

1. Registering online [usms.org](http://usms.org) and clicking on the “Join USMS” button.
2. Completing an application for U.S. Masters Swimming membership and sending it to the club Registrar with the annual fee and club dues, or
3. Sending a completed U.S. Masters Swimming application (stating club membership) directly to the LMSC Registrar and separately signing up with a club.

# Club Operations

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## **Administration**

### **Club Representatives**

The U.S. Masters Swimming Club Membership Application requests names and addresses of the following club officers

- Contact Person
- Club Delegate to the LMSC
- Registrar
- Safety Coordinator
- Official Chairman

### **Other Positions Important to Club Management**

- President
- Secretary
- Treasurer
- Newsletter Editor / Webmaster

### **Remaining Duties**

Important depending on club size, ambitions, and goals:

- Activities/Social Director
- Publicity Chair
- Records Keeper
- Relay Coordinator
- Coaching Coordinator
- Travel Captain
- Promotions/Marketing Chair
- Awards Chair
- LMSC Representative to serve on the LMSC board

### **Getting Started**

The first work of a new club might include:

- Agreeing on a charge for dues
- Designing and duplicating a membership application
- Naming the club or team
- Outlining offices and committee responsibilities
- Electing officers and appointing committee heads
- Creating by-laws
- Opening a checking account
- Registering with USMS
- Deciding on methods of communication with members: Newsletter, bulletin board, telephone tree, announcements at practice. If through the newsletter, how frequently?
- Discussing whether to apply for tax-exempt status

# The Club as a Business

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## Accounting Basics

### The Checking Account

- Avoid fees, on line access limit to data inquiry, minimum two authorized signors; Treasurer, Finance Chair, recommend President

### Paying Bills

- Manual checks: Carbonless 2-part checks; Computer checks: 1 check per page, bottom half tear off check copy. Pay only on documentation, use spending authority limit
- Reimbursing members, use expense form AND require documents, verify authorization to spend

### Filing, Record Keeping, Retention

- Staple check copy to documents or write check # on top of stapled documents.
- File in check # order.
- Audit trail, ability to trace summary data on FS to each and every single transaction and for disbursements must clearly indicate who approved.
- Required to keep 3 years after due date of tax return or 2 years after filing tax return, whichever is longer; prefer 7 years.
- Bank reconciliation – Do Monthly

### Deposits

- Restrictively endorse checks “For Deposit Only” upon receipt from mail.
- Carbonless 2 part deposit slips, list every deposit item, copy every check.
- Retain bank deposit verification.
- Staple deposit slip copy, bank verification and check copies together. File by date.
- Itemize accounting break out for every deposit. Use manual or electronic spreadsheet.
- Who makes deposit, Club Registrar or Treasurer?

### Bad Checks

- Decide: who is collection enforcer; do you charge for returned checks (does your bank charge fees for returned checks), NSF (Not Sufficient Funds) checks can be re-deposited once. Some banks do this automatically. Returned checks with holes punched in the account number cannot be re-deposited.
- Call 1st: call check maker.
- Collection secret, you can call the bank upon which check is drawn against, ask for accounting, give them the account #, check # and amount of check and inquire whether there are sufficient funds to cover the check. Just because there are funds when you call does not mean they will be there when you re-deposit the check.

### Segregation of Duties

- Checks and balances. One person should not be in control of multiple transactions, reporting and review functions. If one person has to be in control of multiple transactions, then there must be oversight and control functions that mitigate the procedures.
- Individual receiving checks in mail should not be check signor.

### **Bank Reconciliation**

- MUST be performed by someone who does not sign checks or prepare deposits. Note: if secondary check signor does not typically have access to checks and does not typically sign checks, that person can perform the bank reconciliation

### **Financial Statement**

- Should be performed by someone other than primary check signor.

### **Periodic Review**

- An independent person should perform disbursements and deposits and related documents.

### **Chart of Accounts (COA)**

- What is it? A listing of all accounts.
- How to use it? For management purposes as distinguished from tax accounting classifications.
- Major categories:
  - Assets;
  - Revenues;
  - Liabilities;
  - Expenses
  - Equity;

### **Accounting Tips**

- Purchase Quick Books software for \$150 or a new laser jet printer for \$200. Just expense those items as office or office equipment line item. Great accounting program for the non-accountant
- Do not go crazy and set up a line item for every transaction type. Consider whether there is a management need to track expense. Best example: Office expense; supplies, printing, copying, paper, ink, bank fees

### **Reporting**

- Annual Financial Report to club membership, complete Income Statement and Balance Sheet.
- Budget, not required but highly recommended.
- Interim communication to members is simply good business practice. Web site and/or Newsletters. Same for annual financial report and budget.

### **Budgeting**

- Bottom up – from each budget center head. Top down - dictated by management
- Zero based, every line item starts at \$0 and builds up from there
- Historical results a good basis for developing budget items and estimating budget needs However, do not exclusively rely upon history
- Spreadsheets, highly recommended. Use someone handy in spreadsheets. Useful to evaluate when historical data compared to budgets and proposed budget

## **Tax-Exempt Status for Non-Profit Organizations**

### **Federal Recognition**

Application for recognition of exemption from federal tax can be made under section 501(c) of the Internal Revenue code. Taxes will not have to be paid on membership dues, but this will not exempt any income that is not related to your tax-exempt purpose. It is recommended that a CPA, tax consultant, or lawyer who has specific knowledge of tax-exempt nonprofit organizations, be consulted to determine under which subsection your group should file:

- 501(c)(3) Educational, religious, etc. - includes Amateur Sports.
- 501(c)(4) Civic Leagues, Social Welfare Organizations - Promotion of community welfare; charitable, educational or recreational.
- 501(c)(7) Social and Recreation Clubs.

There are some distinct advantages to each category. The following are pros and cons, found through experience, by some Masters organizations. For specifics, contact a tax specialist as described above.

- The 501(c)(3) classification is the only one in which a gift is tax deductible to the donor. Children's organizations, and those devoted entirely to competitive sports, have the best chance of attaining this classification.
- The 501(c)(4) classification requires the organization to show that their program will benefit the community in some way, such as health benefits through swimming. Income generated by your tax-exempt purpose, i.e., to promote swimming for physical fitness and competition, is not taxed.
- The 501(c)(7) status allows a group to function as a club for the benefit of its own members. Non-member income is taxable. There may be a limit to the amount of money that can be received from sources other than members. For example, income from non-members, interest on money in an account, or income from participants at an event your club is hosting may not be tax-exempt. It is possible that hosting a large meet or open water event could jeopardize the tax-exempt status.

The following forms can be obtained from area IRS Distribution Centers, or by calling 1-800-829-3676 or going to the IRS website [irs.gov](http://irs.gov). The choice of the correct exemption application is important to ensure timely processing.

- SS-4 Application for Employer Identification Number - The EIN is required for every tax-exempt organization.
- 1023 or 1024 Application for Recognition of Exemption. Attach:
  - ✓ Copy of club constitution, or other organizing document, and bylaws.
  - ✓ Full description of club purposes and activities.
  - ✓ Financial data that includes statement of receipts and expenditures if the club is already established, or proposed budget if newly organized.
  - ✓ Description of any fund-raising activities.
- 8718 User Fee for Exempt Organization Determination Letter Request. There is a minimum charge of \$150.

Once approved as exempt, a club is obligated to report its financial situation annually to the IRS by submitting Form 990 Return of Organization Exempt from Income Tax or Form 990EZ Short Form

Return of Organization Exempt from Income Tax. A 990T Form may also be required if there is unrelated income on which tax must be paid.

IRS Publication 557 details the above procedures. While the above process may seem cumbersome, it is very simple once you have downloaded all of the forms. It is not necessary to have an attorney complete the application, the IRS makes it very simple and is available through the 800 number listed above.

### **State Recognition**

Achieving a Federal Tax Exempt status does not automatically qualify your club for a State Tax-Exempt status. A club must pursue this separately, completing the proper state forms, and filing them with the required fee.

Approval in some states for tax exempt status allows tax-exempt purchases. If an organization is reselling anything, and the state has a sales tax, a resale permit should be acquired so that sales tax is paid on all money collected, not just the cost of the item at the time of purchase. Applications, forms, and helpful publications specific to each state are available through sales tax agencies listed in the telephone book government pages. Certain documentation is necessary and, depending on the individual state, may include:

- Federal Employer Identification Number (EIN).
- Statement of activities.
- Statement of receipts and expenditures, or proposed budget.
- Statement of assets and liabilities.

# Risk Management

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## **Insurance**

As a benefit of membership, the U.S. Masters Swimming insurance program, funded by a portion of the national registration fee, provides secondary accident insurance. In addition, liability coverage is provided for U.S. Masters Swimming members, member clubs, LMSC officials, and volunteers acting on behalf of, and with the approval of, U.S. Masters Swimming.

If the club is using the U.S. Masters Swimming Liability Insurance for its liability coverage, everyone in the workout group must be registered with U.S. Masters Swimming and supervised by a USA Swimming certified coach or a registered U.S. Masters Swimming member.

## **Insured activities include the following**

- Sanctioned meets where all participants are U.S. Masters Swimming members.
- Swimming practices, where all participants are members of U.S. Masters Swimming or USA Swimming, and are under the supervision of a U.S. Masters Swimming member or USA Swimming Certified Coach.
- Learn to Swim programs where all participants are members of U.S. Masters Swimming or USA Swimming under the direction of a U.S. Masters Swimming member or USA Swimming certified coach.
- Swimming Tryouts under active supervision of a U.S. Masters Swimming member or USA Swimming Certified Coach. The tryout period may not last for more than 30 consecutive calendar days in a 12-month period for any one individual. There is no coverage for the non-member participants during the tryout period.
- Closed Competition, a swimming competition between a U.S. Masters Swimming member club and a non-U.S. Masters Swimming club hosted by the U.S. Masters Swimming member club. For U.S. Masters Swimming insurance coverage to be in effect for U.S. Masters Swimming members and member clubs, THE NON-U.S. Masters Swimming MEMBER CLUB MUST PROVIDE A CERTIFICATE OF INSURANCE FROM ITS INSURER/AGENT TO RISK MANAGEMENT SERVICE, INC., and a U.S. Masters Swimming waiver form must be executed by the non-U.S. Masters Swimming club participants.
- Pre-approved social events where alcoholic beverages are not sold
- Pre-approved fund raising activities

If a U.S. Masters Swimming member club is conducting an activity that is not listed above as an insured activity, it is imperative that the club obtains its own additional insurance coverage.

## **Ensuring a Safe Training Environment**

Safety is the responsibility of everyone

Check the area your swimmers will be using **BEFORE** they arrive

- Use common sense
- Check the water chemistry

Keep your swimmers safe **WHILE** they are in the water

- Enter feet first
- Sharing lanes
- Use of training equipment

Keep your swimmers safe **AFTER** they leave the pool deck

- Non-slip floors
- Lighting
- Benches
- Parking lot

Accidents Happen

- Emergency Action Plan
- Emergency Equipment
- Report of Occurrence

## **Thunder and Lightning**

The YMCA of the USA, the American Red Cross, National Athletic Trainers Association, and other organizations that offer certification agree that the best policy for thunder and lightning is to vacate the pool. This policy is based on the recommendations of the National Lightning Safety Institute and the National Oceanic and Atmospheric Administration. Both of these organizations recommend staying indoors, refraining from phone use, and bathing during thunder and lightning.

## **Safety Considerations**

Swimming safety requires commitment and perseverance on the part of each member. To assure effectiveness and compliance, the swim coach, the swimmer, and the local public entity or pool owner must address safety considerations where practices and events are held.

## **Where Can I Get Complete Information?**

<http://www.usms.org/admin/lmschb/>

**U. S. Masters Swimming**  
**REPORT OF OCCURRENCE**  
UNITED STATES MASTERS SWIMMING, INC.

Injured Person's Name \_\_\_\_\_ Age \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Club Affiliation \_\_\_\_\_

Activity Taking Place at Time of Accident \_\_\_\_\_

Place Where Accident Occurred (include City/St/Zip) \_\_\_\_\_

Date of Accident \_\_\_\_\_ Day of Week \_\_\_\_\_ Hour \_\_\_\_\_

Describe Accident \_\_\_\_\_

Person in Charge of the Activity \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City/St/Zip \_\_\_\_\_

Probable Nature of the Injury \_\_\_\_\_

Who Determined Nature of the Injury \_\_\_\_\_

What was Done On-Site for Injured \_\_\_\_\_

Where Taken for Treatment \_\_\_\_\_

Who Provided Treatment (name) \_\_\_\_\_

Name and Address of Three Witnesses:

- 1.
- 2.
- 3.

Additional Witnesses, List Names and Addresses on Reverse \_\_\_\_\_

Report Submitted By \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City/St/Zip \_\_\_\_\_

Please attach any additional accident reports (facility report, newspaper, and witnesses' statements).

RISK MANAGEMENT SERVICES, INC.

PO BOX 32712

PHOENIX, AZ 85064-2712

OR FAX TO 602-274-9138

E-MAIL [ktate@theriskpeople.com](mailto:ktate@theriskpeople.com)

*You must report all occurrences immediately. Thank you for your time and cooperation*



*“It’s a Swim for All”*

# Meeting the Needs of All Swimmers

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## **Everyone is Important**

Within the swimming ranks, there are those who will never compete, those who will be training for a triathlon, and those who might be training for meets. Because of different workout times and locations (some larger teams have multiple coaches, facilities & workout times), some swimmers may never see each other. The conundrum for the coach is how to make every swimmer feel included.

## **Social Swimmers**

The answers are as diverse as the members themselves. From meet attendance to potluck socials to zany awards, a coach should encourage swimmers to become involved. Although the workout is the baseline for Masters Swimming, there are a host of activities in which a swimmer can be involved.

## **Fitness Swimmers**

US Masters Swimming offers fitness programs (i.e. Go the Distance); competitive events (i.e. swim meets); progress measurements of all kinds (i.e. Check off Challenge); learning experiences (i.e. clinics); and multisport opportunities (i.e. Open Water Swims). The coach must be aware of other opportunities for the swimmers and aid in goal setting. As a Masters Coach, you will want to give each swimmer a reason to keep coming back.

## **Something for Everyone**

Adult swimmers bring all of their experiences, goals, opinions, emotions, and external influences to the pool. Adults will not jump when you tell them, nor will they attend every practice, as a coach, your job will be to not get disgruntled or discouraged. As a Masters Coach you will need to be flexible, knowledgeable, organized and empathetic.

## **Strive to be the Best**

Coaching, like every profession, is enhanced by continuing to learn from others, being aware of current trends or advancements in the sport, and becoming more educated in your field. Take advantage of the numerous local, regional and national certification and coach education courses offered each year.

- Red Cross
- Local Swim Clinics
- Regional Aquatic Conference
- Certification Courses
- SwimFest
- USAS Convention
- ASCA Convention

# Fitness Activities

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Fitness swimmers are an integral part of U. S. Masters Swimming. A variety of activities can provide them and other club members with a reason for participation and interaction. These activities build cohesion and provide for continued interest in the program. Some suggestions for activities follow:

## **Practices and Workouts**

- Fun Relays - inner tube, T-shirt, etc.
- Potluck Relays - draw names of relay members
- Video recording
- Super Set Day - include swims of various lengths and difficulty
- Stroke of the Month
- Birthday Sets
- Special Holiday theme workouts

## **Social Activities**

- Post-meet and after-practice dinners, pizza parties
- Red-eye Breakfasts
- Midnight Swim

## **Meets**

- Relay
- Sprint
- 1650 or other long distance event
- Postal
- Dual, triple, or quad meet with other clubs
- Novice or developmental meet, with 25 yard and fun events
- Less serious - nothing official, costume, theme, couples, special prizes

## **Clinics**

- Stroke Instruction
- Officials' Certification
- Well-planned, carefully structured sessions
- Lectures, water instruction, video critique
- Handouts as summary of what was taught
- Packets to run clinics are available through the U.S. Masters Swimming National Office

## **Aerobic Challenges**

- Form distance clubs for 100/200/300 miles, etc. Create a pool log sheet and graph distances.
- Take a mock journey to cross-country destinations. Convert yardage into miles and plot progress on poolside maps.
- Recognize continuous swimming
- Participate in Red Cross or Presidential sports programs
- Complete specified distances in closest predicted time
- Participate in US Masters Swimming postal events
- Participate in US Masters Swimming "Go the Distance" Program

# Benefits and Recognition

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## **Benefits**

Availability of services and other complements to membership can increase the appeal of club affiliation.

- Swim film video lending library offered by U.S. Masters Swimming and some LMSCs
- Club Newsletter
- Club directory containing names, addresses, and phone numbers of members
- Lists of meet schedules, merchandise, and complimentary items
- Current listing of club records
- Meet management guide with specific instructions for running a meet
- First meet T-shirts as a welcome for new members in their initial Masters competition
- Merchandise with club logo
- Awards for various competitive and fitness accomplishments

## **Recognition**

Recognition of individual achievement reinforces positive feelings. Awards, focusing on specific or general performances or contributions, can be presented at meetings, social gatherings, or special awards banquets. Nominations, received by a pre-selected date and including a statement supporting the choice, might be solicited from the general membership through the newsletter with final selections made by an awards committee. Award categories might include:

- Fitness swimmer of the year or month
- Rookie of the year or month
- Triathlete of the year or month
- Inspirational teammate
- Non-stop swimming for beginners (20 min., 40 min., etc.)
- Record breakers
- Swimming a certain distance (100 miles, 200 miles)
- Achievement
- Outstanding out-of-the-water contributor
- Spouse of the year
- Masters swimmer of the year award presented to the male and female swimmers who best exemplify the spirit of Masters swimming
- Competitor of the year to the swimmer who earns the most points at LMSC meets, Zone Meets, and/or Nationals
- Outstanding competitor determined by a swimmer's Top 10 placing
- Humorous or roast
- Most improved

## **Ideas for Awards**

- Plaque or Certificate
- Towel with club emblem
- Pin / Mug
- T-shirt
- Patch or Badge



# Beyond the Club

# Publicity and Marketing Ideas

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## Newsletter and Club Website

The newsletter disseminates club information. It can also be a tool for public relations and reaching potential new members. Content can include all aspects of club functioning from pure news to interest articles, written by club officers or submitted by swimmers. The variety of ideas is endless:

- Meet, clinic, and party announcements
- Calendar (meeting and meet dates, newsletter deadlines)
- Reports (meeting minutes, financial, meet results)
- Sample workouts, stroke drills and tips, favorite workouts, training techniques
- Tips for beginning Masters
- Photos
- Notes from the Chair, Treasurer, Coach, etc
- Interviews
- Medical/nutritional columns
- Recognitions (new members, birthdays, accomplishments)
- Cartoons, humorous essays, jokes, and poems
- Letters to the Editor
- Lists of swimming books and videos
- Names and addresses of club and LMSC officers
- Places to swim within the LMSC and/or state
- Gossip
- Recipes

## Sharing Club Activities

Paid advertisements can be sold to help defray newsletter printing and mailing costs. Some clubs in an effort to save money have put their newsletter on their website, saving postage

- Exchange newsletters with other clubs
- Send issues to the LMSC newsletter editor and to the editors of local newspapers
- Leave extra copies at pool facilities

## Social Media

Use varied communications to reach different ages and backgrounds of possible future members

- Facebook
- Twitter

## “Places to Swim” on the USMS website

- Resource for potential members to know where you practice
- Informs swimmers of workout times
- Provides visiting swimmers with a map to locate pools
- Update this site each year during registration to keep information current

## **Publicity Materials**

Distribute publicity materials to

- Health clubs, gyms, YMCAs, and other pool facilities
- Park and recreation departments
- Doctor and physical therapy offices
- Triathlon clubs
- Booths, clinics, fairs, corporate games
- USA Swimming parents
- Sporting goods stores
- Corporate wellness programs
- Graduating college seniors

## **Stroke Clinics**

- Available to members for small or no fee
- Swimmers are exposed to the value that a coach on the deck can provide
- Be creative with new techniques and drills
- Underwater Videotaping – enjoyed by all swimmers. Send a digital copy for their review later

## **Meetings**

Regular gatherings of members, to review current operation and propose improvements, ensure consistency and build a better club. Meetings can be small, involving initially a core assembly of organizers, and later the general membership, depending on goals and club size. They can be held informally after workouts or meets, in conjunction with socials, or they can be more structured, as for an annual meeting. Below are some suggestions for successful meetings:

- Obtain an abridged copy of Robert's Rules of Order Newly Revised and follow this most widely accepted guide for fair and orderly meetings.
- Have an agenda, a clear plan of what is to be accomplished, and circulate it prior to the meeting.
- Publish a calendar of meeting dates, time, and location.

## **As the Club Grows**

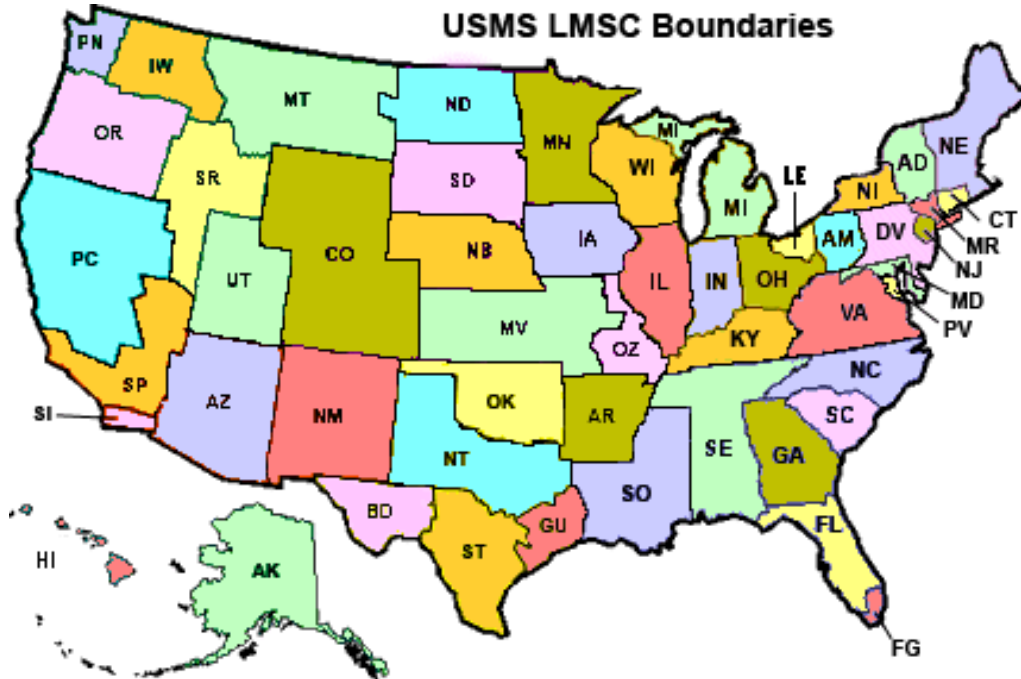
Once a club becomes established, the following considerations enhance the organization's depth and stability and build club identity and pride:

- Determine equipment needs beyond what is available at the practice facility
  - Kickboards, pull buoys, hand paddles, and fins can be personal or pool property and are practical workout tools.
  - Dry board and markers are useful for writing workouts and announcements.
  - Stop watches, clipboards, pens, 3x5 cards, rubber bands, masking tape, etc., stored in a club bag are important meet items.
  - A computer can be used to maintain registration lists, update records, write newsletters, and run meets.
- Design a club logo
- Create a club banner
- Inventory merchandise items such as team suits, sweats, caps, T-shirts, decals, bumper stickers, etc., for sale to members.

# Where Do I Belong?

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USMS is a national organization that is administered locally by 52 Local Masters Swim Committees (LMSCs). Prospective members and clubs join USMS through their LMSC. Your LMSC officers are your primary contacts into USMS.



Your Club (which may or may not have individual workout groups within it) is a member inside a Local Masters Swimming Committee “LMSC”. Each LMSC is responsible for the registration and support of its membership. Each has a governing board and members-at-large who represent swimmers in their area. Board members attend the USAS Convention held each September to discuss and vote on rules, learn ways to engage and grow their membership, gain education, and bring together uniform support for USMS Nationally.

Several LMSC’s combine to create a Zone. Zone areas often support large meets (SCY, LCM, SCM) where swimmers may compete at a higher level outside of locally held swim meets.

A complete venue of helpful information is provided by the National Office and can be located at [USMS.org](http://USMS.org) – Administration – “Guide to Operations”. Here you will find numerous publications and information for running your club, order free marketing items, and locate individuals who can assist you with any questions that should arise.

Be sure to wander throughout the website to locate “Places to Swim” while traveling around the country, as well as read creative workouts from other coaches, post a blog on fun things you are doing that may encourage others to try, or find the next competition that you want to experience.

# LMSC Boundaries

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**ADIRONDACK** – The state of New York east and north of Oswego, Onondaga, Cortland, Broome, Sullivan, Orange, and Dutchess Counties.

**ALASKA** - The state of Alaska.

**ALLEGHENY MOUNTAIN** - The commonwealth of Pennsylvania west of Potter, Clinton, Center, Huntingdon, and Bedford Counties. In the state of West Virginia: the counties of Marshall, Brooke, Ohio, and Hancock. In the state of Ohio: the counties of Columbiana, Belmont, and Jefferson.

**ARIZONA** – The state of Arizona.

**ARKANSAS** – The state of Arkansas. In the state of Texas: the County of Bowie.

**BORDER** – That part of the state of Texas west of but not including the counties of Val Verde, Sutton, Schleicher, Tom Green, and Coke, and south of but not including the counties of Mitchell, Howard, Martin, and Andrews.

**COLORADO** - The state of Colorado and the state of Wyoming.

**CONNECTICUT** – The state of Connecticut.

**DELAWARE VALLEY** - The state of New Jersey south of Mercer and Monmouth Counties. The state of Delaware. In the state of Maryland: the county of Cecil. The commonwealth of Pennsylvania east of and including Potter, Clinton, Center, Huntingdon, and Bedford Counties.

**FLORIDA** – The state of Florida except the counties of Palm Beach, Broward, Dade, Monroe, and that part of Hendry County east of Route 833; and also excluding the counties of Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay, and that part of Calhoun and Jackson Counties west of the Apalachicola River.

**FLORIDA GOLD COAST** - In the state of Florida: the counties of Palm Beach, Broward, Dade, Monroe, and that part of Hendry County east of Route 833.

**GEORGIA** - The state of Georgia.

**GULF** - That part of the state of Texas bounded on the north by and including the counties of Robertson, Leon, Houston, Angelina, Nacogdoches, and Shelby; on the east by the state of Louisiana; on the south by the Gulf of Mexico; and on the west by and including the counties of Fort Bend, Wharton, Colorado, Waller, Grimes, Robertson, Brazos, and Matagorda.

**HAWAII** - The state of Hawaii.

**ILLINOIS** - The state of Illinois except the counties of St. Clair, Calhoun, Greene, Jackson, Jersey, Monroe, and Madison.

**INDIANA** – The state of Indiana except the counties of Floyd and Clark.

**INLAND NORTHWEST** – In the state of Washington the counties of Okanogan, Chelan, Douglas, Ferry, Stevens, Spokane, Lincoln, Grant, Kittitas, Asotin, Columbia, Yakima, Franklin, Adams, Whitman, Walla Walla, Garfield, Benton, Pend Oreille, and that portion of Klickitat County east of Highway 97 and including the City of Goldendale. In the state of Idaho: the counties of Bonner, Kootenai, Shoshone, Benewah, Latah, Lewis, Nez Perce, Idaho, Clearwater, and Boundary.

**IOWA** - The state of Iowa except the counties of Lyon, Osceola, Sioux, O'Brien, Plymouth, Cherokee, Woodbury, Ida, Monona, Crawford, Harrison, Shelby, Pottawattamie, Mills, Montgomery, Fremont, and Page.

**KENTUCKY** - The commonwealth of Kentucky except the counties of Campbell, Kenton, and Boone. In the state of Indiana: the counties of Floyd and Clark.

**LAKE ERIE** – In the state of Ohio the counties of Tuscarawas, Seneca, Crawford, Erie, Huron, Richland, Lorain, Ashland, Cuyahoga, Medina, Lake, Geauga, Portage, Stark, Ashtabula, Trumbull, Mahoning, Summit, and Wayne.

**MARYLAND** - The state of Maryland except the counties of Cecil, Montgomery, and Prince Georges.

**METROPOLITAN** – The state of New York south of and including Sullivan, Orange, and Dutchess Counties.

**MICHIGAN** – The state of Michigan.

**MINNESOTA** - The state of Minnesota. In the state of Wisconsin: the counties of St. Croix, Dunn, and Pierce.

**MISSOURI VALLEY** - The state of Kansas. The state of Missouri including and bounded by the counties of Schuyler, Adair, Macon, Randolph, Audrain, Callaway, Cole, Moniteau, Morgan, Benton, Hickory, Polk, Greene, Christian, and Taney.

**MONTANA** – The state of Montana except the counties of Dawson and Wibaux.

**NEBRASKA** - The state of Nebraska. In the state of Iowa the counties of Lyon, Osceola, Sioux, O'Brien, Plymouth, Cherokee, Woodbury, Ida, Monona, Crawford, Harrison, Shelby, Pottawattamie, Mills, Montgomery, Fremont, and Page.

**NEW ENGLAND** - The states of New Hampshire, Vermont, Rhode Island, and Maine, and the commonwealth of Massachusetts.

**NEW JERSEY** - The state of New Jersey north of and including the counties of Mercer, Monmouth, and Ocean.

**NEW MEXICO** – The state of New Mexico.

**NIAGARA** - The state of New York west of and including the counties of Oswego, Onondaga, Cortland, and Broome.

**NORTH CAROLINA** - The state of North Carolina.

**NORTH DAKOTA** - The state of North Dakota. In the state of Montana: the counties of Dawson and Wibaux.

**NORTH TEXAS** - The state of Texas bounded on the south by but not including the counties of Winkler, Ector, Midland, Glasscock, Sterling, Coke, Runnels, Coleman, Brown, Mills, Lampasas, Bell, Milam, Robertson, Leon, Houston, Angelina, Nacogdoches, and Shelby; on the west by the state of New Mexico; on the east by the state of Louisiana and the state of Arkansas; and on the north by the state of Oklahoma and the County of Bowie, Texas.

**OHIO** - The state of Ohio except the counties of Seneca, Crawford, Columbiana, Erie, Huron, Richland, Lorain, Ashland, Cuyahoga, Medina, Lake, Geauga, Portage, Stark, Ashtabula, Trumbull, Mahoning, Summit, Wayne, Belmont, Jefferson, and Tuscarawas. In the commonwealth of Kentucky: the counties of Campbell, Kenton, and Boone.

**OKLAHOMA** – The state of Oklahoma.

**OREGON** - The state of Oregon except Malheur County. In the state of Washington: the counties of Cowlitz, Clark, Skamania, and that portion of Klickitat County west of Highway 97.

**OZARK** - The state of Missouri east of and including the counties of Scotland, Knox, Shelby, Monroe, Pike, Montgomery, Osage, Miller, Camden, Dallas, Webster, Douglas, and Ozark. In the state of Illinois: the counties of Calhoun, Greene, Jackson, Jersey, Madison, St. Clair, and Monroe.

**PACIFIC** - The state of California north of but not including the counties of San Luis Obispo, Ventura, Kern, Los Angeles, and San Bernardino. In the state of Nevada: the counties of Humboldt, Washoe, Lyon, Storey, Mineral, Douglas, Churchill, Pershing, Lander, and Carson City.

**PACIFIC NORTHWEST** – The state of Washington west of but not including the counties of Okanogan, Chelan, Kittitas, and Yakima, and north of but not including the counties of Cowlitz, Skamania, and Klickitat.

**POTOMAC VALLEY** - The District of Columbia. In the state of Maryland: the counties of Montgomery and Prince Georges. In the commonwealth of Virginia: the counties of Arlington and Fairfax and the Cities of Alexandria, Fairfax, and Falls Church.

**SAN DIEGO-IMPERIAL** - In the state of California: the counties of San Diego and Imperial.

**SNAKE RIVER** – The state of Idaho except the counties of Boundary, Bonner, Kootenai, Shoshone, Benewah, Latah, Clearwater, Nez Perce, Lewis, and Idaho. In the state of Nevada: the counties of Elko, White Pine, and Eureka. In the state of Oregon: the County of Malheur.

**SOUTH CAROLINA** - The state of South Carolina.

**SOUTH DAKOTA** - The state of South Dakota.

**SOUTH TEXAS** - The state of Texas bounded on the east by and including the counties of Milam, Burleson, Washington, Austin, Fayette, Lavaca, and Jackson; on the south by the Gulf of Mexico and the Republic of Mexico; on the west by and including the counties of Val Verde, Sutton, Schleicher, Tom Green, and Coke; and on the north by and including the counties of Coke, Runnels, Coleman, Brown, Mills, Lampasas, Bell, and Milam.

**SOUTHEASTERN** – The state of Alabama. The state of Tennessee. In the state of Florida: the counties of Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, and Bay, and that part of Jackson and Calhoun Counties west of the Apalachicola River.

**SOUTHERN** – The states of Louisiana and Mississippi.

**SOUTHERN PACIFIC** – In the state of California the counties of San Luis Obispo, Ventura, Los Angeles, San Bernardino, Orange, Riverside, and Santa Barbara. In the state of Nevada: the counties of Clark, Esmeralda, Lincoln, and Nye.

**UTAH** – The state of Utah.

**VIRGINIA** – The Commonwealth of Virginia except the counties of Arlington and Fairfax and the cities of Alexandria, Fairfax, and Falls Church. The state of West Virginia, except the counties of Hancock, Brooke, Ohio, and Marshall.

**WISCONSIN** – The state of Wisconsin, except the counties of St. Croix, Dunn, and Pierce.

## Where to Find Help

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### **USMS National Office**

655 North Tamiami Trail  
Sarasota, FL 34236  
Main: 941-256-USMS (8767)  
Fax: 941-556-SWIM (7946)

### **Membership Coordinator**

Tracy Grilli  
usms@usms.org  
Phone: 603-537-0203 or 800-550 SWIM (7946)  
Fax: 603-537-0204

### **Club and Coaches Services Director**

Bill Brenner  
bill.brenner@usms.org  
800-550-7946

### **Club and Coaches Coordinator**

Mel Goldstein  
goldstein@usms.org  
317-253-3652

### **Club and Coaches Coordinator**

Susan Ingraham  
singraham@usms.org  
210-859-2859

### **American Swim Coaches Association (ASCA)**

301 SE 20th Street, Ft. Lauderdale, FL 33316  
Phone: 800-356-2722  
swimmingcoach.org

### **Insurance Brokers**

Risk Management Service, Inc.  
Sandi Blumit, Broker  
P.O. Box 32712 , Phoenix, AZ 85064-2712  
Phone: 800-777-4930, Fax: 602-274-9138  
sblumit@theriskpeople.com