

# Adding Oomph to your Swim Meet

By C.J. Rushman

ASCA/USMS Level 3 Certified Coach

USA Triathlon Level 1 Certified Coach



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## About C.J. Rushman

- ASCA/USMS Level 3 Certified Coach
- USA Triathlon Level 1 Certified Coach
- 21 years of coaching Masters swimming
- 28 years of coaching Age Group swimming
- 21 consecutive years of swimming Masters (May 1<sup>st</sup> 1996)
- Current Great Lakes Zone Chair
- Current Kentucky LMSC Chair and Swim KY President
- Former USMS Secretary (2009-2013)
- Former AT-Large USMS Board Member (2013-2014)
- Former Age Group, High School & Collegiate athlete (Univ. Of Cincinnati)
- Founder of Anderson Barracuda Masters (1996) & 20 years of meet host experience



# Adding Oomph to your Swim Meet



1. Consistency (date) and theme's
2. K.I.S.S. (not the Rock band)
3. Outside the Box
4. Communication
5. SWAG/Free Stuff
6. Knowledge Gain



# Adding Oomph to your Swim Meet

1. **Consistency of timing (same month) – Helps getting on people's calendar and have theme.**



2. **Consistency of events – Have signature event to draw in specific attendees – ex. 1000 free for Triathletes**

Saturday, March 25, 2017 - Session 1 - Early morning (1000 free)

Warm-ups start at 8:00 AM

Meet Session starts at 9:00 AM

Meet Session is estimated to end at 10:15 AM



# Adding Oomph to your Swim Meet

~Try to keep meet under 3 ½ hours

\* Start as early as possible

\* Consider your participants commute (distance)

\* Have Age Groupers time- great way to partner & introduce them to Masters Swimming

~ Have heat sheets available before meet begins/send out via email

\* Use Club Assistant



**Club Assistant**  
Online Club and Team Management



# Adding Oomph to your Swim Meet

Add Non-conforming events to meet

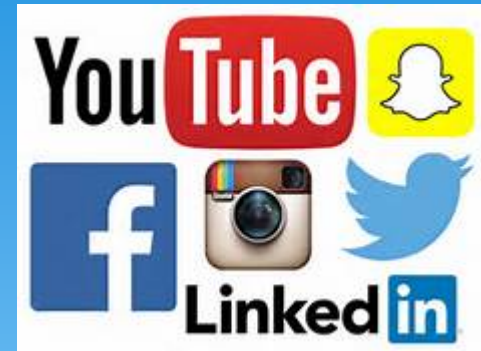
- \* 25's of each stroke
- \* Crescendo relays
- \* mixed relays



# Adding Oomph to your Swim Meet

## Media / Local Advertising

- Use Social media to promote
- Have a cover story of someone that is attending the meet
- Get local business to provide donation/sponsorships to help defray meet cost.
- Have a meet social afterwards at local bar/pizzeria/BBQ joint. Ask for special menu items.



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**SWAG – T-shirts w/ fun flair (quotes) included in entry**

**~ See cool guy with cool shirt (next slide)**

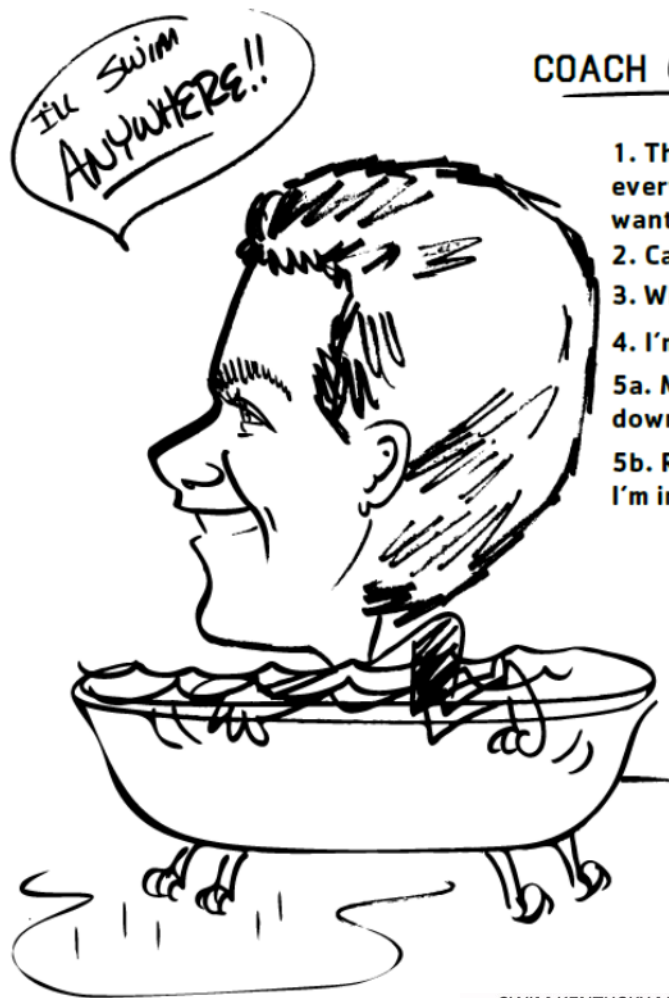
**Music Heats – Give prizes to winner**

- Bag Tags
- Gift cards (ex . Swim Outlet/Starbucks)
- Caps/Goggles/Swim Bag





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## COACH CJ'S TOP 5 COACHING-ISMS

1. This is Masters. You have to do everything I say unless you don't want to.
2. Can't make the cycle, swim faster.
3. Who's running the canoe club?
4. I'm a giver, of sets and pain.
- 5a. Masters, it's about who slows down the slowest.
- 5b. Round is a shape. I'm in shape.



# Adding Oomph to your Swim Meet

## Have Raffles (get donations)

- Shirts/Towels
- Swim Gear
- Travel/spa packages



## Food for participants (get donations)

- Have team bake cookies/brownies
- Have Age Group team run concessions (service hours)



# + Oomph to your Swim Meet

## Brainstorming Session

- What have you done that hasn't worked?
- What have you done that you would do differently?
- How to recover/move forward when something doesn't work like you planned...
- What worked better than you thought it would?



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Thank you for attending

