

FLORIDA GOLD COAST LMSC

Newsletter - April 2009

SWIM MEET RECAP

Since Feb 1st of 2009, there have been four sanctioned/recognized meets in the FGC LMSC.

On February 20-22, Fort Lauderdale Aquatics hosted its annual Masters Challenge. There was a very good turnout for the meet which was won by the host team, FLA Masters.

The Dixie Zone SCY Championship was held on March 6-8 in Pompano. See the separate article on this meet.

On March 21, the John O'Keefe Memorial Meet was hosted by the Nadadores at the Miami Country Day School.

On April 16-19, the YMCA Masters National Championship was held at the Ft Lauderdale Aquatic Complex. See the separate article on this meet.

The LMSC encourages all swimmers to support the meets in their home LMSC. These meets attract first-time competitors as well as seasoned veterans. It is always fun to try new events and meet new people.

2009 SCY ZONE MEET

On March 6 - 8, GOLD Hammerhead Aquatics hosted the 2009 Dixie Zone Short Course Swimming Championships in Pompano Beach, FL. The meet was attended by 278 swimmers representing 27 teams. The two local powerhouses, GOLD and FLA Masters, battled for first place with GOLD coming out on top by the narrow margin of 20 points.

Several national records were set at the meet. Bumpy Jones of Sarasota YMCA set records in the 75-79 200 and 1650 freestyle. Robert Smith of Oregon set records in the 65-69 50 and 100 backstroke. Karl Wiedemann of GOLD set a record in the 70-74 200 breaststroke.

2009 YMCA NATIONALS

The 2009 YMCA Masters National Championship was held on April 16-19 at the Ft. Lauderdale Aquatic Complex. This year's meet had 651 swimmers representing 48 teams, the largest number of participants in many years. The top three teams were all from Florida:

Sarasota YMCA	4,124
Broward County YMCA	1,846.5
Central Texas YMCA (aka FLAQ)	1,807

There were many great swims at the meet with numerous YMCA and USMS national records being broken. One of the highlights of the meet was Olympian Rowdy Gaines, swimming for Lake Mary, FL breaking USMS national records in the 50-54 50, 100 and 200 freestyles. Rowdy also held a free clinic during the meet.

FGC LMSC swimmers who broke USMS National Records included two relays:

55+ 200 Mixed Free Relay – George Schmidt, Pat Sargeant, Maureen Hughes, David Quiggin
55+ 200 Mixed Medley Relay – Maureen Hughes, George Schmidt, Pat Sargeant, Roger Parsons.

Outside the pool, FLAQ swimmer Sherif Shaalan performed the national anthem on Saturday and Sunday. He also performed the Maryland Masters and FLA Masters songs, both of which he composed.

Complete meet results are available at <http://www.ymcaswimminganddiving.org/2009Masters.htm>

CHECK-OFF CHALLENGE

The GOLD Hammerheads are hosting the USMS 2009 Check-Off Challenge fitness event. This event, sanctioned by USMS, involves swimming all 16 individual events over a one-year period. The events can be done in practice as long as your coach watches, and you do it legally according to the USMS rules. The object is to try to swim as many events on the books as possible, once in any of the three courses, (short course meters, yards, or long course meters). This is a great challenge, and a lot of fun. You can go to either www.dixiezone.org, www.usms.org, www.fgcmasters.org to find the entry.

REGISTRATION UPDATE

As of April 26, we have 810 swimmers registered in our LMSC. We had 946 swimmers registered in our LMSC at the end of the 2008 registration year. There are 379 people from 2008 who have not yet renewed their membership. There are currently nine clubs registered and several more potential new clubs have recently made inquiries.

Lost your USMS card? Moved to a new address?
Changed your email address? Contact the FGC LMSC
Registrar, Barb Protzman, at swimbarb@hotmail.com.

LAKE LYTAL'S 7TH ANNUAL 12-HOUR SWIM FOR P.O.S.T.

To benefit the Pediatric Oncology Support Team (P.O.S.T.) of the Child Life Institute in West Palm Beach, the Lake Lytal Masters Swim Team will raise awareness and financial support at its seventh annual 12-Hour Swim on Saturday, August 22, 2009. POST helps children and their families deal with the impacts of diagnosis and treatment of cancer.

The annual fundraiser will take place at Palm Beach County's Lake Lytal Pool in West Palm Beach. For 12 Hours, the Lake Lytal Masters Swim Team will swim laps, relay style, beginning at 7am. When possible, the P.O.S.T. children, some whom look forward to this event all year, join the Masters team to swim for medals, go down the water slide and jump off of the diving boards for the thrill of their lives !

This event is organized by Coach Ken Nemet, who has been the Lake Lytal Masters Swim Team coach for the past 19 years. Coach Ken learned about the P.O.S.T. program through an article his wife, an accomplished swimmer and National Champion, had read about children with cancer. She felt he could use his love of swimming along with his passion for coaching to raise funds to aid the P.O.S.T. children and their families.

For over 10 years, the P.O.S.T. program has served more than 450 children with cancer and their families. At no cost, some of their services include: Counseling for Individual and Families, Comprehensive Case Management and Advocacy, Financial Crisis Stabilization, Sibling Intervention and Support Groups to highlight how this dedicated team assist those needs.

For information about P.O.S.T. and the services the Child Life Institute offers on a daily basis to these children and the children's families, please call (561) 882-6336.

For information about the Lake Lytal Master's Swim Team and information on how to support the 12-hour swim event, please email Lytalmasters@aol.com, or call Coach Ken at (561) 629-2023.

Your helpful involvement is as simple as making an online donation. Please log on to www.active.com/donate/2009post to make that donation now.

USMS 1ST QUARTER 2009 UPDATE

Within two weeks after completion of each quarter, Rob Butcher, USMS Executive Director, submits a quarterly update of U.S. Masters Swimming business. His first quarter report follows in a very summarized version (the full report is 12 pages).

I. Membership Services

As of March 31, USMS has 38,982 registered members. This is up 11% from the same time last year. Increasing and Strengthening the Benefits of Membership:

- 1) Password Protected MYUSMS.org – This new feature was unveiled on January 15. It provides an USMS members the opportunity to set up an account which will give you access to features such as workouts, posting photos, creating and posting a blog. More features will be added to MYUSMS.org in the near future.
- 2) Member e-newsletter – “Member News From Behind the Blocks” is now being sent once a month and includes offers and partner opportunities.
- 3) Coaches e-newsletter – “News from the Deck: For Coaches, By Coaches, About Coaches” is a supplemental, opt-in content e-newsletter launched in January. It is distributed once a month, two weeks after “Behind the Blocks”.
- 4) Video Library – USMS has 60 DVD's available for rent for a flat \$10 rental.

U.S. Masters Swimming Pool Championships: USMS will increase its contribution to operating the championships, specifically in marketing, promotion and enhancing the event experience that will lead to the building of our brand. This will include new sponsor signage, USMS signs, consistent looking t-shirts for all event volunteers, and polo shirts for officials. USMS is also considering assuming the responsibility for operating and promoting the 2012 nationals, working with a host committee in the market.

Open Water: A task force has been meeting for several months to discuss the open water strategy for USMS.

II. Club and Coach Services

- 1) Club Visits – USMS is sowing a number of seeds in the club development outreach efforts. In the first quarter, visits were made to the following regions/areas: St Louis Association if Greater YMCAs; Des Moines, Iowa YMCA Association; Boise, Idaho Treasure Valley YMCAs; Winter Park Racquet Club; Arizona.
- 2) How To Build a Masters Program – This program has become significantly outdated and is in the process of being updated. When completed, it will be publicly available on USMS.org.

3) Coaches Certification – The Coaches Committee is redeveloping the Masters certification Level 1 program, with the goal of completing it by summer.

III. Marketing & Promotion

- 1) Sponsorship – USMS is focused on activating and further engaging our current sponsors. They have created cooperative programs amongst the partners. The partner thank you page is available on USMS.org and all regional and local meet hosts are encouraged to include the thank you page in their event programs.
- 2) New Logo Introduced – The new logo was unveiled January 8. The style guide of use and more than 50 different applications are posted at www.usms.org/logos for download.
- 3) Public Relations – Sports Business Daily, the leading publication for sports business professionals, provided nationwide coverage to four of our press releases. The Sarasota headquarters announcement received the most press coverage. USMS is being featured in a 4) VISA national campaign through go.visa.com.
- 4) Marketing Plan – A marketing strategy document has been drafted. The strategies can be broken into three prongs that are being activated: Online Marketing; Offline Marketing; Event Marketing.

IV. Other Business

- 1) Sarasota Announced as USMS Headquarters – USMS underwent an intensive six-month headquarters search process, as eleven cities expressed interest. Sarasota provides access to multiple facilities, the opportunity to work with other foundations in the area, and a year-round destination that is weather-friendly to swimmers. The goal is to have the lease process completed in the spring and begin the physical move in early summer with an anticipated office opening shortly thereafter.
- 2) Communication Survey – An online survey has been drafted specifically measure member satisfaction and expectations for SWIMMER magazine, USMS.org, and the e-communications. The online survey will be administered this May to 10,000 random members, with steps taken to ensure a truly representative sample.
- 3) Communication in General – Many of our new proactive strategies has lead to significant increased communication and service for the staff. Combing through the daily communication sent to staff and responding when necessary is an everyday project that is requiring greater time management and prioritization of responsibilities by the staff.
- 4) USMS.org Features – In the first quarter, 21 original features were highlighted on the home page of USMS.org.
- 5) Staff Changes – Ashley Gangloff's title has been changed from Administrative Assistant to Marketing Coordinator. Due to personal plans of Ashley and her husband, they will be moving to Auburn and Ashley's last day with USMS will be after the LC nationals. On

April 1, Nick Florio agreed to join USMS as Controller and will transition to fulltime in May.

6) Community Partner Awarded – AT the February board meeting, the board approved the creation of a U.S. Masters swimming Community Partner designation. This will be given to localities that commit to increasing public awareness of USMS and supporting USMS's mission of promoting health and fitness in adults through Masters swimming. The designation shall last for five years. Localities interested in applying for this designation shall submit a letter of interest with supporting documentation to the executive director. Sarasota has been awarded the designation, along with the Triangle Sports Commission (Raleigh/ Durham/Chapel Hill, NC).

BERMUDA ROUND THE SOUND SWIM

The Bermuda Round the Sound Swim will be held on Sunday October 18, 2009. The following distances will be offered: 10K, 7.25K, 4K, 2K, 0.8K. There are social activities, workout swims and morning yoga included.

For more information, contact Randy Nutt at 954-821-3294 or info@randynutt.com or go to: www.AquaMoonAdventures.com.

9TH ANNUAL BONAIRE ECOSWIM

Looking for a great get-away with some swimming thrown in? Join us in Bonaire for the EcoSwim on December 5, 2009! The Readers Choice Awards in the January 2009 Scuba Diving Magazine rates Bonaire #1 in the following categories: Top Dive Destination, Top Marine Life, Top Shore Diving, Top Underwater Photography, Top Beginner Diving, Top Advanced Diving. The Caribbean island of Bonaire, Netherlands Antilles, is located 50 miles north of Venezuela, 30 miles from Curacao, and 86 miles east of Aruba. The island is 24 miles long and 3 to 7 miles wide.

Events include: 10K solo swim, 5K solo, 5K with fins, 3K solo, 3K with fins, 1 K solo, 1K with fins, and the kids pier to pier fun swim. A swimmer may only enter one event.

Complete information and entry for the event is posted on: www.AquaMoonAdventures.com or contact Randy Nutt at: info@RandyNutt.com or 954-821-3294

TOP TEN AND RECORDS

If you swim in a meet outside of the FGC LMSC and would like to have your times included in the LMSC top ten and be considered for LMSC records, please send a copy of the meet results or the link to the online published results to Cav Cavanaugh at PO Box 14341, Ft Lauderdale, FL 33302 or cavdeb@juno.com.

***Florida Gold Coast LMSC
Annual Awards Banquet***

Join us in celebration of the fellowship, camaraderie & accomplishments of the Florida Gold Coast Masters Swimmers and Teams for 2008.

Saturday, May 16, 2009 at 11:00am

Giorgio's Grill
606 N. Ocean Blvd (A1A)
Hollywood Beach, FL 33019
954-929-7030
www.giorgiosgrill.com

A fabulous brunch buffet will be available before the Annual Award presentations. \$26.00 per person

Please make your checks out to Florida Gold Coast LMSC and send to:

Andrea Woodburn
630 NE 17th Avenue
Fort Lauderdale, Florida 33304
a.woodburn@att.net

Please send your check in by May 2, 2009

***Awards will only be presented to those in attendance.

FGC LMSC CALENDAR

2009		
May 7-10	SCY	USMS SCY Nationals – Fresno, CA
May 9	SCY	Coral Springs Last Chance Meet – Coral Springs, FL
May 9	OW	Hurricane Man (2.4 mi) and Pass-a-Grille Challenge (1K) – St Petersburg Beach, FL
May 16		FGC LMSC Awards Banquet – Hollywood, FL
May 17	LCM	Central FL Marlins Masters Spring Splash, Ocala, FL
June 12-14	OW	Open Water Festival, Ft Myers Beach, FL
June 13-14	LCM	Bumpy Jones Classic – Sarasota, FL
June 13	OW	Swim Around Key West – 12.5 miles
June 19-21	LCM	Dixie Zone LCM Championship /June Krauser Summer Splash – Ft. Lauderdale, FL
July 11-12	LCM	St Pete Masters LCM Championships, St Petersburg, FL
Aug. 6-10	LCM	USMS LCM Nationals – Indianapolis, IN
Sept. 16-20		USMS Convention – Chicago, IL
Oct.	SCM	UANA Pan American Championships – Vera Cruz, Mexico
Oct. 10-11	OW	Race for the Oceans (1K, 5K) – Ft Myers Beach, FL with Aaron Piersol and Rowdy Gaines
Oct. 18	OW	Bermuda Around the Sound Swim - .8K, 2K, 4K, 7.25 K, 10K
Oct. 31- Nov.1	SCM	Dixie Zone SCM Championship – Columbia, SC
Nov. 15	SCM	Bridge the Bay I – Sarasota, FL (tentative date)
Nov. 22	SCM	Bridge the Bay II – St. Petersburg, FL (tentative date)
Dec. 5-6	SCY	Florida State Senior Games – Estero, FL
Dec. 5	OW	Bonaire EcoSwim – 1K, 3K, 5K, 10K
2010		
May 20-23	SCY	USMS SCY Nationals – Atlanta, GA
July 28 - Aug 7	LCM	FINA World Masters Championships, Goteborg, Sweden (tent.)
Aug. 9-12	LCM	USMS LCM Nationals – San Juan, Puerto Rico

For more calendar details, check out www.fgcmaster.org, www.dixiezone.org and www.usms.org

FGC LMSC Website: www.fgcmasters.org	FGC LMSC Chair: Jonathan Olsen jonolsenrealtor@aol.com	FGC Newsletter Editor: Barb Protzman FGCNews@hotmail.com	USMS Website: www.usms.org
--	--	--	--