

FLORIDA GOLD COAST LMSC

Newsletter - October 2009

USMS LC NATIONALS

The FGC LMSC was very well represented at the USMS Long Course National meet held in Indianapolis August 6-10. Fort Lauderdale Aquatics placed second to the host team in the local club category. GOLD came in eighth among 114 teams with only 14 swimmers.

FLAQ had 24 individual national champions and 15 relay national champions. National record breakers included:

Kate Alabeyaeva 20-24 – 50 fly, 200 IM
Vicente Andrade 20-24 – 200 back
72+ Mens 400 medley relay
100+ Mens 400 medley relay
72+ Womens 400 medley
72+ Womens 200 free relay
72+ Mens 400 free relay
72+ Womens 400 free relay
72+ Womens 200 medley relay
120+ Mixed 120+ 400 medley relay

GOLD had 13 individual national champions. The world record was broken in the 280+ Mens 200 medley relay by the team of David McIntyre, Karl Wiedmann, Joseph Lammert, and Cav Cavanaugh.

There were a total of 80 individual and 42 relay records broken at the meet.

ORLANDO SCM MEET

The First Annual Rowdy Gaines Classic short course meters meet was held in Orlando, FL October 17-18. Gold Coast Masters finished second in combined team scoring. Florida Aquatic Combined Team was first.

Dave Quiggin, 65, broke the World Records in the 100 Free (59.56) and the 200 Free (2:15.39). He also set a new national record in the 50 Fly (29.78).

Gold Coast Men's 240+ 200 Free Relay broke the World Record with a 1:49.46. Joe Wotton - 50, Cav Cavanaugh - 74, David Quiggin - 65, and Craig Burns - 57. It was the first World Record for Wotton and Burns.

High point winners include Cav Cavanaugh, David Quiggin, Pat Sargeant, and Peggy McDonnell.

Rowdy Gaines, 50, swimming for BLU, also broke the World Record in the 50 Free (23.38) and 100 Free (51.61).

FLORIDA OPEN WATER CHAMPS

The Florida Open Water Championship Series is a postal event for USMS-registered Masters swimmers who have participated in any three USMS sanctioned or recognized open water events in the state of Florida (Florida LMSC, Florida Gold Coast LMSC, Southeastern LMSC) during the calendar year.

Swimmers must have swum one event that was greater than 1000 yards but less than 3K, one event that was 3K or longer, and a third event of any distance over 1000 yards. Results must be posted online.

Points are awarded for age group finish, overall finish, and time. For more detailed information, links to posted results, and an entry form, please visit www.floridaopenwater.org.

2009 QUALIFYING EVENTS

Apr. 18 -- Tampa Bay Marathon Swim (Tampa)
Apr. 25 -- Nike Swim Miami (Miami)
May 9 -- Hurricane Man & Pass-a-Grille (St. Pete)
May 12 -- Open Water Festival 5K (Ft. Myers Beach)
May 14 -- Open Water Festival Mile (Ft. Myers Beach)
June 13 -- Swim Around Key West (Key West)
July 18 -- Ed Gaw Amelia Island Open Water Challenge (Fernandia Beach)
Oct. 3 -- Daiquiri Deck Tropical Splash (Sarasota)
Oct. 4 -- Boca Open Ocean (Boca Raton)
Oct. 11 -- Aaron Peirsol Race for the Oceans (Ft. Myers Beach)

REGISTRATION UPDATE

It will soon be time to renew your USMS membership. All memberships expire on 12/31/2009. As of Nov. 1, we will begin taking new and renewal registrations for 2010. You can renew online at www.usms.org, or using the new 2010 form that can be found on the LMSC website, www.fgcmasters.org, at the end of October. The old 2009 registration form will not be accepted after Nov. 1. The fee for 2010 will increase to \$42.

As of October 16, we have 1058 swimmers registered in our LMSC. This surpasses the 946 swimmers registered in our LMSC at the end of the 2008 registration year. This is an 11.8% increase over last year, which reflects the national trend. Nationally, USMS hit 50,000 members in early September.

Lost your USMS card? Moved to a new address?

Changed your email address? Contact the FGC LMSC Registrar, Barb Protzman, at swimbarb@hotmail.com. Also, you can now update your address, email and phone online at usms.org.

CONVENTION NEWS

The annual USMS convention was held Sept. 16-20 in Chicago. Attending the convention representing the FGC LMSC were: Cav Cavanaugh, Debbie Cavanaugh, Matt Hooper, Randy Nutt, Jonathan Olsen, and Barb Protzman.

Debbie Cavanaugh was re-elected as the Dixie Zone chair for another 2-year term. 2010 Dixie Zone meets were awarded to:

SCY – Orlando, FL – March 26-28

LCM – Sarasota, FL – June 12-13

SCM – New Orleans, LA – December 3-5

Open Water – Sarasota, FL – October 2

2011 USMS Nationals were awarded to:

SCY – Mesa, AZ

LCM – Auburn University, AL

For the 2010 LC Nationals in Puerto Rico, it was decided to allow swimmers to enter 4 events without meeting the qualifying times in order to encourage participation. This pool is a 10-lane long course pool which will also help shorten the length of the meet.

LMSC Minimum Standards were enacted. These will help ensure that USMS members are receiving a minimum level of service from their LMSCs.

Several national standing committees were eliminated as those functions are now being performed by full time employees of USMS. This included the International Committee, the Communications Committee, the Publications Management Committee, the Marketing Committee, and the Zone Committee. A new committee, the LMSC Development Committee was added.

WELCOME NEW CLUBS

Three new clubs have registered with the FGC LMSC.

- South Florida Masters (SFL) at Gulliver Schools in Miami; contact is James Sweeney.
- US Southcomm Snappers (SNAP) at the Miami Dade Police Training Facility in Doral; contact is Cathleen Silveira.
- Aqua Crest (AQUA) in Delray Beach; contact is David Wright.

SWIM MEET RECAP

Since August 1st of 2009, there has been one sanctioned meet in the FGC LMSC.

On August 23, Coral Springs hosted a Last Chance long course meters meet. Thanks to Chris Jackson for running a meet in all 3 courses this year. There was a World Record set at the meet in the 200+ Womens 800 free relay by the team of Dale LeClair, Chela Devaney, Peggy McDonnell and Pat Sargeant.

Coral Springs will host the only short course meters meet in the FGC LMSC on December 5-6.

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

CHAMPIONS BEYOND THE GAME

Florida State University held its annual "Champions Beyond the Game" awards ceremony Sunday, September 27 to honor former women athletes who have excelled in life after college sports. The 2009 Champions were Pat Sargeant and Courtney Draper.

Sargeant, a retired Lt. Colonel in the U.S. Air Force (and GOLD swimmer), graduated from FSU in 1975. She earned four master's degrees – at South Carolina, Illinois and two in the Air Force – during her professional career.

Pat recently retired as the Chief of Physical Therapy at Patrick Air Force Base in Brevard County. In 2005, Sargeant was named the Florida Sports Foundation Senior Female Athlete of the Year for her success as a masters swimmer.

TEACHERS WHO LOVE TO SWIM

Before heading to their classrooms, 3 Saint Andrew's Lower School teachers dive into the pool. Three mornings a week, at 5:30, they train with the Boca Master's Swim Program at Meadows Park Pool in Boca. Coach Randy Nutt always greets the sleepy-eyed swimmers with a smile and loads of enthusiasm! It's hard not to be excited about training with such wonderful teammates and coach.

What keeps Laura Miller, Katie Stone, and Jane Koburger coming back? With a big smile, Laura says it clears her mind, gets her body feeling great, and is "her caffeine" to start the day. Katie loves to compete in triathlons, and there is no better way to be in shape for the swim portion than to train and practice with a team. And Jane cannot say enough! Joining the team 8 months ago has changed her life. Frustrated with some

health issues including arthritis, she was encouraged by Laura to join the team. "I could barely make one lap in the beginning, and now I just keep swimming and swimming! I don't want to get out of the pool. It has truly changed my life!" says Jane. She attributes this success to the camaraderie among team members, the indescribable health benefits, and a coach who really cares about each of his team members.

Even when it gets cold this winter, you will still see these three teachers taking that dive into the pool before heading off to their classrooms.

3RD QUARTER USMS REPORT

By: Rob Butcher, USMS Executive Director

This third quarter business update for U.S. Masters Swimming includes a look back at 2009 and the accomplishments recognized by U.S. Masters Swimming. This report also includes a look forward into 2010 and update to our Action Plan.

Recap

As a brief recap, the highlights of our 2009 action plan called for the following:

- I. **Centralization** – establish a headquarters where we could consolidate national priorities for the organization, develop the necessary infrastructure to allow for efficiency, increase productivity, foster staff communication, identify opportunities and create accountability.
- II. **People** – continue our transition at the national level from a nearly all volunteer-operated organization to a professionally managed organization.
- III. **Information Technology** – continue to see progress in our IT investments that would benefit our membership and the image of U.S. Masters Swimming.
- IV. **Marketing and Promotion** – rebrand the image of U.S. Masters Swimming and begin to better promote our image through internal resources as well as external partnerships.

I'm pleased to share that we made progress in all four areas with these milestones:

Centralization

- After a six-month national search, the Board of Directors selected Sarasota as our headquarters.
- In May we entered into a long-term lease agreement with the City of Sarasota for the 2,000-square-foot historic Pagoda building to serve as our national headquarters. Our lease is public knowledge with monthly rent of \$1,066 a month with an annual 3 percent escalator.
- In June we renovated the building, adding new flooring, a conference room, semiprivate

cubicles and a phone system. We continue to make improvements.

- In July we opened our doors.
- Our headquarters can permanently house 10 employees with an option to add seating for up to two more employees as we grow.

People

- The controller position was elevated to full-time status with additional human resources responsibilities.
- The editor position was elevated to full-time editor-in-chief status with content management responsibility for *SWIMMER* magazine, usms.org and our new e-newsletters. Laura Hamel was hired as our editor-in-chief.
- A director of business operations position was created with responsibility for membership services, club and coach services and our expanding event initiatives. Mark Gill was hired as our director of business operations.
- An account executive position was created to serve our national sponsors as well as grow our sponsor partnerships. Kyle Deery was hired as our account executive.
- A second membership coordinator position was created to serve our growing membership needs as well as be a resource to our LMSCs. This position will serve additional administrative functions and will now be performed in the headquarters. Anna Lea Matysek will be assuming this role in the winter.
- Tracy Grilli has moved full-time into membership services as well as being the support person for our convention and national events.
- Jim Matysek, our IT director and Webmaster, is in the process of relocating from Kansas City to Sarasota.
- Mel Goldstein continues to lead our club development initiatives.
- I relocated from Charlotte to Sarasota in June.

Information Technology

- My USMS is now a member exclusive-content area. In My USMS, members will find our coached workouts and have the opportunity to posts photos and blogs.
- Our fastest growing program is Go the Distance. With more than 1,000 members participating, GTD was managed entirely by e-mail and Excel. With our new USMS fitness logs, GTD is now automated.
- We continue to add enhancements and functionality to online membership registration. In 2009, 70 percent of our membership registered online.
- Clubs are now able to renew their annual membership online. This is an important

technology step as we desire to auto-populate Places to Swim.

- Our 5K, 10K, 3,000 yard and 6,000 yard Postal Championships were offered online for the first time, serving as a positive test for the administration of future postal events to move online.
- usms.org is undergoing a strategic redesign.

Marketing and Promotion

- We introduced a new USMS logo and accompanying style guide.
- We introduced a monthly member e-newsletter and monthly coaches e-newsletter. Both have been very popular, with open rates near 50 percent.
- We introduced new marketing resources available for free to any LMSC or USMS club, including:
USMS brochures, USMS bag tags, USMS stickers, USMS "Adult Swimming Offered Here" facility stickers, USMS swim caps
- To date, more than 130 clubs have ordered these items signifying a large appetite for USMS support at the local level.
- This fall and through the winter we are introducing an online USMS brand awareness campaign designed to promote the mission of USMS during our peak membership registration period.
- Our brand and Masters stories have been featured in such publications as the L.A. Times, Washington Post, St. Petersburg Times, Indianapolis Star, Men's Health and Sports Business Journal.

Moving Forward

In 2010, we will continue to build on these four pillars while taking additional action with the initiatives outlined below. All initiatives support our purpose, "to promote health, wellness, fitness and competition through aquatics."

Club Development

- In 2009, USMS staff visited more than 10 states. Our goal was to meet with coaches, promote the value of USMS, encourage membership and incubate new USMS programs. We visited Florida, California, South Carolina, Arizona, Missouri, Georgia, North Carolina, Virginia, Illinois, Indiana, Idaho, Massachusetts and Oregon. In part because of our club development efforts, USMS has added 46 new registered clubs in 2009 for a total of 626, or an 8 percent growth rate from 2008.
- Under Mel Goldstein's leadership of our club services program, we have added the following regional club development coordinators:

Jim Halstead – Jim is a coach with Curl Burke Masters. He will be responsible for Dixie Zone and Colonies Zone.

Susan Ingraham – Susan is head coach of Masters of Southwest Texas. Susan will be responsible for South Central Zone, Southwest Zone and the SPMA LMSC

Lisa Dahl – Lisa is Vice President of the Pacific Northwest LMSC. Lisa will be responsible for the Northwest Zone and the Pacific LMSC.

- With the help of The Woodlands Masters Swim Team, we hosted our first ever Masters coaches experiential weekend. More than 35 Masters coaches attended the inaugural SwimFest, sharing best practices from the dry side of coaching as well as learning from each other in both the pool and open water environment. SwimFest 2010 is planned for San Diego.

Events

- USMS will serve as the host for the 2010 Summer Nationals in Puerto Rico. Mark Gill will serve as our event director, with all of the USMS staff providing support. Our goal is to create a truly rewarding experience for our members, sponsors and the swimming community.
- Our open water task force has recommended the creation of the H₂Open Series, an open water series under the U.S. Masters Swimming banner. The idea for H₂Open is to use the national reach of U.S. Masters Swimming to provide national exposure, promotion and event enhancement for key open water events that are part of the series. We have included some seed capital in the 2010 budget to secure clinicians and for branding at the venues.
- The 2010 YMCA Masters Nationals will become a U.S. Masters Swimming sanctioned event.

Membership Enhancement

- We are reviewing our insurance offerings to members to see what new benefits we can add that would increase the value of membership.
- We are supportive and are encouraging LMSC sanctioning of even more events. Our new membership coordinator will be a resource to LMSCs in this initiative.
- *SWIMMER* magazine is getting a shot of energy with new features and departments, more letters from members, more authentic photos and product reviews.
- Beginning in 2011, the national office staff has been charged with operation and promotion of our Postal events. We will be crafting and implementing a strategy that allows for

additional participation from both fitness and competitive swimmers.

Marketing and Promotion

- The January/February issue of *SWIMMER* magazine will include a pullout, high-energy event promotion poster and accompanying feature article on USMS's 2010 event lineup.
- We are adding more marketing tools that can be available to LMSCs and clubs.
- We will seek additional publicity from the media and continue to grow promotional partnerships with organizations that share our values.

PLACES TO SWIM UPDATE

We need to update our LMSC's places to swim information. All coaches should send Barb Protzman the following information at swimbarb@hotmail.com:

- Location of your workouts
- Times of your workouts
- Contact person's phone number and email
- Your team's website name.

This will give new and visiting swimmers an opportunity to find a place to swim.

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 Chela Devanney at 11862 NW 25th Ct, Coral Springs, FL 33065 or chela@devanney.com.

FGC LMSC CALENDAR

2009		
Oct. 31- Nov.1	SCM	Dixie Zone SCM Championship – Columbia, SC
Nov. 7	SCY	Upper Keys Fall Invitational – Islamorada, FL
Nov. 13-14	SCM	Crawfish Aquatics Pentathlon & One Mile Swim – Baton Rouge, LA
Nov. 15	SCM	Bridge the Bay I – Sarasota, FL
Nov. 22	SCM	Bridge the Bay II – St. Petersburg, FL
Nov. 22	SCY	Dotty Whitcomb Memorial Turkey Dip – Pensacola, FL
Dec. 4-6	SCM	Southern Masters SCM Championship – New Orleans, LA
Dec 5-6	SCM	Holiday Classic – Coral Springs, FL
Dec. 5	SCM	St. Nick's Invitational – Atlanta, GA
Dec. 5-6	SCY	Florida State Senior Games – Estero, FL
2010		
Jan. 23-24	SCY	Sarasota Y Sharks Invitational – Sarasota, FL
Jan. 30-31	SCY	Sunbelt Masters – Charlotte, NC
Feb. 6-7	SCY	South Carolina SCY State Meet – North Myrtle Beach, SC
Feb. 13-14	SCY	Valentine Meet – Clearwater, FL
Feb. 13-14	SCY	Auburn Masters Invitational – Auburn, AL
Feb. 27-28	SCY	Polk Senior Games – Lakeland, FL (for ages 50+)
Mar. 5-7	SCY	17 th Annual Masters Challenge – Fort Lauderdale, FL
Mar. 20	LCM	Goodlife Games – Clearwater, FL (for ages 50+)
Mar. 21-22	SCY	St Pete SCY Championships – St Pete, FL
Mar. 26-28	SCY	Dixie Zone SCY Championships – Orlando, FL
Mar. 27-28	SCY	St Patrick's Day Invitational – Atlanta, GA
Apr. 10	SCY	Hilton Head, SC
Apr. 15-19	SCY	YMCA Masters Nationals – Fort Lauderdale, FL
May 1-2	LCM	May Day Relay-Sprint Meet – Ft. Myers, FL
May 1-2	SCY	Tiger Masters Meet – Clemson, SC
May 20-23	SCY	USMS SCY Nationals – Atlanta, GA
June 5	LCM	Classic City Invitational – Athens, GA, Univ. of GA
June 11-13	LCM	June Krauser Summer Splash – Fort Lauderdale, FL
June 12-13	LCM	Dixie Zone LCM Championships – Sarasota, FL
June 18-20	LCM	Orlando, FL
June 26-27	LCM	South Carolina LC Championships – Greenville, SC
July 31 - Aug 6	LCM	FINA World Masters Championships – Goteborg, Sweden (tent.)
Aug. 9-12	LCM	USMS LCM Nationals – San Juan, Puerto Rico
Dec. 3-5	SCM	Dixie Zone SCM Championships – New Orleans, LA

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

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