

Dixie Zone Newsletter

Spring 2009

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.

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

Next year's meet will again be held at the Fort Lauderdale Aquatic Complex on April 15-18, 2010.

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 of 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).

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.

2010 USMS SCY NATIONALS

The Georgia LMSC is hosting the 2010 SC Nationals in Atlanta at the Georgia Tech Olympic Natatorium. Dates are May 20 – 23. Everyone in the Dixie Zone is encouraged to attend and support these Nationals. LMSC Chairs and Coaches - please continue to promote this meet to your swimmers over the next months. We need a high attendance to make this meet a success!

GAJA Finally Wins over the Pirates at Auburn SCY Invitational

By Conner Bailey

Auburn Masters Swimmers held our annual SCY Invitational February 14-15 and came within a whisker of matching our all-time high in number of registered swimmers with 204. Our Saturday Night Social was a hit, with over 80 hungry swimmers chowing down while being entertained by a local bluegrass group, the "Hill Country Hemhaw." Kevin Sidor of the Columbus

Hurricanes, an alumnus of Auburn University and the AU varsity swim team, hosted the event at the Buffalo Connection. Thank you, Kevin!

At the end of each Auburn meet individual high point and team awards are given out. The team trophies for small, medium, and large teams are hotly contested. In the small team category, the Coosa Valley YMCA Stingrays (257 points) were the winners followed by the Madison Titans (223) and Jubilee Masters Swimming (192). A newly formed team from Mobile, Port City Masters, came in 4th with a total of 176 points. A new powerhouse in the making?

In the medium sized team category, there was a very tight race between the victorious Atlanta Water Jocks (700), Crawfish Aquatics (688), and Crimson Tide Masters (677).

In the large team category, the Georgia Super Team GAJA were the winners, defeating the Pirates of Pensacola by a score of 1533 to 1464. The Pirates have been perennial champions at the Auburn meet and gave GAJA all they could handle, putting 22 swimmers up against GAJA's 31 swimmers. The margin of victory from nearly 3000 points scored by the two teams was only 69 points.

Something tells me that these two teams will be back at it again next year. The Pirates have a gap in their trophy case, and the Dynamo team was seen at the St. Patrick's Day meet showing off their hardware.

Full results including individual and team high point winners are at the Auburn Masters website <http://www.ag.auburn.edu/~bailelc/masters.html>.

**Team Greenville Masters Invitational
South Carolina LMSC Long Course Championships
June 27-28, 2009
Westside Aquatics Center
Greenville, South Carolina**

Y'all come join us for some fun, fast times, and food. Adding to the excitement, the top male and female in each age group will receive a showy high point award. Individual event ribbons will be given to 1st-8th place in each age group, and team awards will be given to the top three teams in and out of state. Please direct all questions and concerns to Karen Alexander, the meet director. She is available 24/7 at 864-506-2016 and pixabugg@bellsouth.net.

**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.

MISCELLANEOUS

Thank you to Andy Dyer for his continued hard work on the Dixie Zone top ten and Ed Saltzman for maintaining the Zone records.

Anyone -- especially LMSC officers, newsletter editors, web masters, and coaches -- who would like to be on the email list to receive announcements about meet entries and results, please contact Dick Brewer at rdbrewer@gmail.com.

DIXIE ZONE 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 17	LCM	Central FL Marlins Masters Spring Splash, Ocala, FL
May 23	OW	Ed Gaw Amelia Island Open Water Challenge – Fernandina Beach, FL
May 29-30	OW	N.C. Open Water Championships – West End, NC
May 30-31	OW	Upstate Louisiana Open Water Clinic and Swim – Shreveport and Stonewall, LA
June 5	OW	Fort Barrancas Open Water Races – Pensacola, FL
June 6	LCM	Classic City Masters Invitational - Athens, GA
June 12-14	OW	Open Water Festival, Ft Myers Beach, FL
June 13	OW	Swim Around Key West – 12.5 miles
June 13	OW	Chattanooga Rat Race – Chattanooga, TN
June 13	OW	Death Valley Open Water Swim – Clemson, SC
June 13-14	LCM	Bumpy Jones Classic – Sarasota, FL
June 19-21	LCM	Dixie Zone LCM Championship /June Krauser Summer Splash – Ft. Lauderdale, FL
June 27-28	LCM	South Carolina LCM Championships - Greenville, SC
June 27-28	LCM	State Games of North Carolina – Mecklenburg, NC
July 11-12	LCM	St Pete Masters LCM Championships, St Petersburg, FL
Aug. 6-10	LCM	USMS LCM Nationals – Indianapolis, IN
Sept. 12-13	SCY	Steve Barden Memorial Masters Meet - Asheville, NC
Sept. 16-20		USMS Convention – Chicago, IL
Sept. 26	SCY	Peachtree City SCY Pentathlon – Peachtree City, GA
Oct.	SCM	UANA Pan American Championship – Vera Cruz, Mexico
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.usms.org and www.dixiezone.org. It is recommended that meet directors post their meet information on the main USMS Calendar as well as on the Dixie Zone Calendar.

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