

Dixie Zone Newsletter

Summer 2009

2009 LCM ZONE MEET

On June 19-21, Fort Lauderdale Aquatics hosted the 2009 Dixie Zone Long Course Swimming Championships at the Fort Lauderdale Aquatic Complex.

In the Men, Women's, and combined scoring Fort Lauderdale Aquatics finished first, Gold Coast Masters were runner up and Plantation Masters was third.

Three World & National Records were broken by Gold Coast Masters. The existing 280+ 200 Free world record previously held by Sweden was smashed by over 3 seconds. Cav Cavanaugh (74), David Quiggin (65), David McIntyre (71) & Andy Morrow (70) clocked in at 1:59.60.

David Quiggin (65) broke the WR in the 100 Free in 1:01.05. Ricardo Valdivia (45) dropped the 1500 meter record by 9 seconds to 16:57.17.

FRANK TILLOTSON

12/09/14-06/06/09

During the night of June 6, Frank Tillotson passed away in his sleep at the Edward White Hospital, St Petersburg, FL.. He would have aged up to 95 this year.

His health had deteriorated these past few months and he was in the hospital for the last week. We visited him the last night, and we would like to think that he recognized us and understood when we talked. He was very weak and unable to communicate.

Frank had been very active in the swimming community, both as a competitor, an official, and a volunteer on the local and national levels. He was one of the founding members of the Florida Mavericks.

As Frank would say, "Swim in Good Health."

-- Paul and Margie Hutingger

INTERNATIONAL OPPORTUNITIES

Looking for a vacation or adventure as part of your swimming experience? There are opportunities outside of the United States for competition.

May 15-18, five Dixie Zone swimmers (3 FGC LMSC, 2 FL LMSC) traveled to Toronto for the Canadian Masters Nationals (SCM). Bill Brenner (SYSM), Randy Magin (SWIM), Tim Erickson (FLAQ), Barb Protzman (GOLD), and Courtney Montgomery (GOLD) attended the meet. Bill (50-54) received four thirds, 1 fourth and 2 fifths. Randy (60-64) received one second, 3 thirds, and 2 fourths. Tim (50-54) received 2 firsts, 2 seconds, and a fourth. Barb (55-59) received 4 firsts, 1 second, and two thirds. The meet was very well run. There were about 20 Americans out of the 950 swimmers in the meet. Americans set 9 of the 16 World records broken at the meet.

In July, a contingent of swimmers from GOLD will be traveling to Copenhagen to participate in the World Out Games.

October 28 – November 1, the Third Pan American Masters Championship Meet (SCM) will be held in VeraCruz, Mexico. This meet is held every 2 years in a south, central or north American country.

The next FINA World Masters Championships will be held in Sweden in 2010.

CHECK-OFF CHALLENGE

It's still not too late to sign up for the 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!

USMS HEADQUARTERS - SARASOTA

July 15, 2009 - U.S. Masters Swimming is pleased to announce it has officially opened its national headquarters. Located in the historic Pagoda building along the bayfront in Sarasota, Fla., the mailing address is 655 North Tamiami Trail, Sarasota, FL 34236. The phone number is (941) 256-8767.

For nearly 40 years, USMS has existed as a "virtually run" organization with staff and contractors working remotely. The opening of a headquarters marks another significant chapter for the organization, which will also be celebrating its 40th anniversary in 2010.

"On behalf of all the volunteers who have given so much over the years and continue to do so in fulfilling our mission of promoting adult health, fitness, wellness and competition through aquatics, I extremely pleased that this milestone has been accomplished. Our headquarters and the synergies achieved will allow us to better serve our members, take advantage of new opportunities and enhance our image," said U.S. Masters Swimming President Rob Copeland.

In February, the Board of Directors selected Sarasota as the location of the organization's headquarters. USMS then looked at a number of potential office locations in Sarasota before entering into a long-term agreement with the City of Sarasota for the Pagoda building. The building was most recently home to the Sarasota Convention and Visitors Bureau, and previously the Sarasota Chamber of Commerce. USMS renovated the Pagoda, and over the next few months will continue to add improvements while maintaining the heritage of the building. USMS national administration, member services and business operations will be located within the headquarters.

USMS 2ND 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 second quarter report follows in a very summarized version (the full report is 10 pages).

Membership Services

Registration: As of June 30, 2009, we had 46,489 registered members. For the same period in 2008, we had 41,707 members, so we are seeing an 11 percent increase to date in membership. These were the four reasons that senior staff members feel have led to our growth: (1) Marketing — We are doing a better job of promoting the U.S. Masters Swimming message,

including our new e-newsletters for the members and coaches. In addition, we are seeing more coverage for Masters swimming on the Internet and in other media, such as swimmingworld.com, swimnetwork.com, floswimming.org, along with club websites and individual Masters sites. (2) Online event registration. (3) Increased Membership Benefits — This quarter we inserted a Membership Benefits page on usms.org highlighting the benefits members can expect to receive. (4) Club and Coach Development — For 2008, we had 590 registered clubs. For the end of Q2 2009, we had 628 registered clubs. This represents a 6.4 percent increase. Neither number represents the number of workout groups, affiliates or satellite programs that offer and promote Masters programs however.

Fitness Logs: After months of planning and beta testing, the fitness logs are now available online. Anyone with a My USMS account can sign up. Tied into the fitness logs is the very popular "Go the Distance" program. Go the Distance has nearly 1,000 USMS members signed up, who each day, week and month would email in their yardage. The administration of the program had become a significant time demand for volunteers, so we are pleased to now be able to automate the administration. In the future, we will be enhancing the fitness logs with virtual swims.

Communication Survey: Out of 10,000 members polled, 1,900 responded to the member satisfaction and expectation survey. The results of the survey are being used for strategic direction and communication. Overall, USMS members desire communication and information. As an example, 70 percent said they would like to receive *SWIMMER* magazine on a monthly basis. *SWIMMER* magazine is a significant six-figure line item expenditure, so practically speaking it's not realistic to think we could add another six issues without raising member dues considerably. The survey results also showed, however, that *SWIMMER* is in need of a "shot of energy." An equally high number also said they appreciate receiving the new e-newsletters. With our e-newsletter open rate at near 50 percent, this reaffirms member interest in receiving information.

SWIMMER Magazine Annual Planning: Lynn Hazelwood accompanied Mark Gill, Laura Hamel and me to Richmond for our annual planning with Douglas Murphy Communications. Editorially, there will be some changes to *SWIMMER* designed to enhance the member experience and also tie our communication vehicles (usms.org and our e-newsletters) together better..

Club and Coach Services

SwimFest Recap: The goal of SwimFest was to provide a forum where current and aspiring Masters coaches could come together to learn from each other, exchange ideas and take best practices back to their local programs. The Woodlands Masters Swim Team hosted the event. Coaches Whitney Hedgepeth, Susan

Ingraham, Kerry O'Brien, Jim Montgomery, Sara McLarty, Mike Collins, Kris Houchens and Mel Goldstein served as mentor coaches. SwimFest was free to any Masters coach wanting to attend; USMS and the Endowment Fund provided financial support to offset travel costs. More than 30 additional coaches attended the event weekend, traveling from states such as Maryland, Florida and Washington. The Saturday and Sunday sessions were \$85 each, and more than 100 swimmers took advantage of the opportunity. On Saturday, each swimmer was able to go through six different stations. On Sunday, the lane lines were pulled and an open-water course was simulated for participants. Each day included videotaping and analysis for the swimmers as well as the coaches. The response from those attending was overwhelming support to continue SwimFest in 2010, for which we are planning.

Marketing and Promotion

New Marketing Material: With the new U.S. Masters Swimming logo approved by the Board, we are in the process of designing a new Masters marketing brochure, new stickers and other promotional materials. All of our marketing material will be available to LMSCs and programs that would like to incorporate them into their local marketing efforts at no cost to the LMSC or local program. We will only ask anyone ordering to pay the shipping cost for any orders. All of the new material will be available at the long course nationals in Indianapolis and at convention. In addition, we will be distributing an order form to LMSCs and coaches who would like to have marketing materials sent to them.

New Benefits for our Partners: At short course nationals in Clovis we unveiled new sign benefits for our partners. Every USMS partner received a double-sided, 3 x 4 foot, A-frame poolside sign. In addition, our gold medal partners each received an 8 x 3 foot feather sign. As an investment into the image and experience of our nationals, USMS paid for the signs, paid to have them transported to nationals and placed the signs. At the conclusion of short course nationals, the signs were shipped to SwimFest, where our partners received additional exposure. The signs will next be up at long course nationals in Indianapolis. Our member e-newsletter and coaches e-newsletter, both distributed once a month, continue to be popular benefits for our members. Our partners also appreciate the new exposure they receive within. We are now including all our partner logos in each e-newsletter and seeking other ways we can provide value to our partners.

Other Business

Open Water: Recognizing the potential for open water, the Open Water Task Force has concluded its six-month project. The task force is recommending the development of a new USMS open water tour to be called "No Boundaries." The goal of No Boundaries is

to create an overall open water umbrella program that USMS can use to recruit, sanction and market open water events. While No Boundaries events will be competitive, they will also offer companion clinic opportunities intended to cater to the novice or fitness open water enthusiasts. We are targeting several existing open water events in 2010 for consideration in the No Boundaries tour.

Opening our Headquarters: In May, the City of Sarasota and USMS signed a 10-year lease for us to locate our headquarters in the historic Pagoda building. The lease is public record, but of particular interest is that USMS will be paying the City \$1,066 a month with an annual 3 percent rent escalator. The Pagoda is located in the heart of Sarasota along the bayfront and next to the Sarasota Convention and Visitors' Bureau. The CVB gets, on average, 100,000 tourists a year, providing us with a tangible marketing and promotion opportunity. We are renovating the Pagoda to meet current and expansion needs. The goal is to receive our certificate of occupancy in July.

Staff Changes: This has definitely been a quarter of staff adjustments. Margaret Bayless has been our contract controller the last six years. In the fall of 2008, Margaret indicated that she would stay on board through June of 2009. Once we knew Sarasota would be our headquarters, we began the candidate interview process for a new controller. We are pleased Nick Florio accepted the offer to become our full-time controller. There has been roughly a six-week overlap between Nick and Margaret. Margaret has been helpful in assisting Nick in getting settled, inviting Nick to Cleveland to transition responsibilities. Since this is an audit year, Margaret will continue to be point on completing our audit while Nick is assuming all other controller-related responsibilities within the organization.

The Charlotte office closed the first week in June. Alli and I moved to Sarasota so I could be onsite to oversee the renovation of the Pagoda. Ashley Gangloff moved to Auburn. She will continue to serve as our marketing coordinator through long course nationals. Ashley's last full-time day with USMS will be at the conclusion of the long course nationals weekend. She then will begin her Ph.D. program. We have all come to appreciate Ashley's commitment to our mission, her professionalism and enthusiasm. I am pleased she will still be available to USMS in a project contractor capacity.

Ashley wore many hats for USMS, however, including marketing, public relations, writing, coordinating the e-newsletters, and being a sponsor liaison. With USMS placing greater emphasis on our partners and Ashley not being available day to day, we have created an account executive position. The account executive will have primary responsibility for sponsorship sales and sponsorship service. I'm pleased to share that we have hired Kyle Deery for this position. Kyle is a recent

graduate of the University of Florida with a degree in advertising. Kyle was a four-year swimmer for the Gators. Kyle's official start date will be August 1 and he will be located in Sarasota.

With Ashley leaving, it provided an opportunity to align content management of *SWIMMER*, the e-newsletters and usms.org under one person. The natural fit was the editor position. The editor position had previously been a contractor role and has now been elevated to a full-time editor-in-chief position. A job description was drafted and shared with Bill Volckening. After reviewing the job description, Bill decided he did not want to be a candidate and resigned from his contractor editor position. We thanked Bill for his service and began a search for an editor-in-chief. I am pleased that Laura Hamel accepted. Laura has a background in technical writing and previously operated a consulting business helping a variety of clients with their marketing, communication and business strategies. Laura is an active Sarasota YMCA Sharks Masters swimmer and volunteer. In addition, she is a USA Swimming official. Laura's official start date was May 18. She has jumped head first into her new role, digesting information and laying the groundwork for our annual planning.

Lastly, our action plan adopted by the House of Delegates included the addition of a director of business operations. The director of business operations will have primary responsibility for member services, club and coach development and our expanding events model, which includes sanctioning more events as well as incubating new events such as SwimFest. Mark Gill has accepted this position. His official start date was July 1. Mark is a name familiar to many in the USMS organization as well as in the triathlon world as he is an experienced triathlon/open water event director. Mark was most recently a member of the USMS Board of Directors and vice president of member services. He has resigned both of these volunteer roles so he can join the staff full-time.

AQUATIC EDGE SWIM CLINICS

Karlyn Pipes-Neilsen has agreed to teach her world famous clinics here in the DIXIE ZONE area from the end of October to the middle of November. Please contact Nan DeStafney at 850-512-6693 or NanDeStafney@yahoo.com if you are interested in hosting a clinic.

All Aquatic Edge Clinics include:

- Before/after video taping with review (except 3.5 hour)
- Two hours of water time for stroke progression
- Dryland Body awareness & classroom instruction
- Go Swim! Video demonstration by Karlyn
- Detailed handouts to support Karlyn and Eric's unique teaching methods
- Nutrition, recovery suggestions & training ideas
- Aquatic Edge custom swim cap
- Snacks and recovery drinks
- Open forum Q and A with Karlyn and Eric.

Freestyle with before/after videotaping (apprx. 5 hrs)	\$125 pp (12 min, 18 max)
Multi-Stroke-fly/back/breast w/videotaping (apprx. 5 hrs)	\$125 pp (12 min, 18 max)
Freestyle or Multi-stroke clinic (3.5 hours no video)	\$95 pp (12 min, 36 max)
Motivational Speech	\$800
Swim teams and large groups	Flat rates are available
Coaches clinics, 1 & 2-day events	Please inquire

Team fundraiser: If there are no pool fees, Aquatic Edge will donate up to \$300 back to the team/host if the maximum of 18 participants is met.

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		
Aug. 6-10	LCM	USMS LCM Nationals – Indianapolis, IN
Aug. 23	LCM	Last Chance Meet – Coral Springs, FL
Aug. 29-30	SCY	Steve Barden Memorial Masters Meet - Asheville, NC (also OW)
Sept. 16-20		USMS Convention – Chicago, IL
Sept. 19	OW	Dam Swim for Drew (2 mile) – Lake Murray, SC
Sept. 26	SCY	Central Florida Marlins Fall Splash – Ocala, FL
Sept. 26	SCY	Peachtree City Pentathlon – Peachtree City, GA
Sept. 26	SCM	Shoals Sharks Masters Invitational – Florence, AL
Sept. 27	OW	That Dam Swim (10K) – Muscle Shoals, AL
Oct. 3	OW	Daiquiri Deck Tropical Splash – Sarasota, FL (Siesta Key)
Oct. 10-11	OW	Race for the Oceans – Fort Myers Beach, FL
Oct. 17-18	SCM	Rowdy Gaines Masters Classic – Orlando, FL
Oct. 18	OW	Bermuda Around the Sound Swim - .8K, 2K, 4K, 7.25 K, 10K
Oct. 28 – Nov. 1	SCM	3 rd Pan American Championships – VeraCruz, Mexico
Oct. 31 – Nov. 1	SCM	Dixie Zone SCM Championship – Columbia, SC
Nov. 15	SCM	Bridge the Bay I – Sarasota, FL
Nov. 22	SCM	Bridge the Bay II – St. Petersburg, FL
Dec. 5	SCM	St. Nick's Invitational – Atlanta, GA
Dec. 5	SCM	Last Chance Meet – Coral Springs, FL
Dec. 5-6	SCY	Florida State Senior Games – Estero, FL
2010		
Apr. 15-19	SCY	YMCA Masters Nationals – Fort Lauderdale, FL
May 20-23	SCY	USMS SCY Nationals – Atlanta, GA
July 31-Aug 6	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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