



Executive Director, Chuck Wielgus, recently provided the USA Swimming Board of Directors with a written report to update board members on activities and to highlight items that currently have the attention at the national office. Following is a summary of that report.

CLUB DEVELOPMENT

Membership: The 2012 membership year is off to a great start, with registrations up 7.1% (141,361 to 151,491) after the first two months. We will continue to provide you with monthly updates.

National Select Camp: USA Swimming hosted 60 athletes, 38 personal coaches and 10 camp staff members at the Olympic Training Center in Colorado Springs the weekend of October 26-29 for the 2011 National Select Camp. The weekend program included five training sessions for athletes as well as separate educational tracks for the athletes and personal coaches. The list of presenters was headlined by Bob Bowman, Michael Phelps, Allison Schmitt, Frank Busch and included USA Swimming and USOC staff members. The camp staff was outstanding. The women were led by Head Coach Alison Beebe, Manager Mary Liston, and Coaches Dan Jacobs, Paul Silver and Kevin Blum Blum. The Men’s coaching staff included Head Coach Dave Krotiak, Manager John Payne and Coaches Tyler Fenwick, Jeff Julian, and Bob Kizer. Chloe Sutton and Matthew McLean were terrific role models serving as the participating National Team athletes. A primary goal of this program is to provide elite level 14-16 year old girls and 15-17 year old boys with a pre-National Team experience. Over the past several years close to 50% of National Select Camp participants have moved on and been selected to the National Junior Team.

Regional Build a Pool Conferences: Over the course of 2011, we conducted six Build-a-Pool Conferences. These conferences are generally scheduled in conjunction with other aquatic industry conferences. Following is a summary of the 2011 conferences:

Site	Partner Conference	Date	# of Participants
Fairfax, VA	ATRI Conference	Feb 12	25
Colorado Springs	Drowning Prevention Alliance	Apr 16	22
Oak Brook, IL	Central States Coaches Clinic	May 13	29
San Diego, CA	ASCA World Clinic	Sept 10	25
Seattle, WA	NSPF Aquatic Health Conf.	Oct 15	73
St. Louis, MO	Ozark Regional Coaches Clinic	Nov 5	30

Regional Coaches Clinics: The Regional Coaches Clinic program continues to be very popular and attract significant participation. By attracting a significant number of assistant coaches and first-time clinic attendees, the program is proving to be particularly effective in providing educational opportunities for grassroots coaches. Following is a summary of the six clinics that were most recently conducted:



Site	Date	# of Participants
Tampa, FL	Aug 26-28	142
Pittsburgh, PA	Sept 23-25	144
Miami, FL	Sept 30 - Oct 2	49
Boston, MA	Oct 7-9	151
Missoula, MT	Oct 21-23	56
St. Louis, MO	Nov 4-6	76

Saving-Pools-Saves-Lives Workshops: A new program offered by the Facilities Development Department in 2011 was the Saving-Pools-Saves-Lives Workshop. Created in collaboration with the National Drowning Prevention Alliance and the Pool Safety Campaign, these workshops focused on the dilemma of pools closures in the U.S. and provided a game plan for how pools can become financially self-supporting with programming that benefits the entire community. These workshops presented practical solutions and provided examples that are working in several communities throughout the country. Following is the 2011 schedule of workshops

Site	Partner Conference	Date	# of Participants
Cincinnati, OH	None	July 20	13
San Diego, CA	ASCA World Clinic	Sept 19	25
St. Louis, MO	Ozark Regional Coaches Clinic	Nov 4	25
Orlando, FL	Athletic Business Conference	Nov 30	n/a

BUSINESS DEVELOPMENT

Athlete Partnership: 35 National Team athletes signed the 2011-2012 Athlete Partnership Agreement. There are a few new faces to the program including Elaine Breeden, Brendan Hansen, Nick Brunelli, Annie Chandler, Claire Donahue, Matt McLean, Alex Meyer, Kevin Swander, Davis Tarwater, and Rex Tullius. It is only a few months into this year’s program and we already have 32 of the 70 appearances either completed or booked.

We will be giving the program a new public-facing name to replace the internal term “APA.” We have asked the swimmers to use “SwImpact” to describe the program.





Twitter hashtag: **#swIMPACT** (which has already been used by some of our APA athletes and followers). In an effort to extend our athlete appearances to organizations outside of the world of swimming world, Emily Silver compiled a list of APA member's favorite charities and has started contacting the charities asking if they would like to work with specific USA Swimming National Team members. Videos and other content relating to **swIMPACT** can be found on our website under *National Team Features > Swimmers in the Community*.

Deck Pass Update: Deck Pass has had an excellent reception in its first couple of weeks. The iPhone app was released in October and as of November 1, we have 5,432 users. The app was ranked as high as 21st out of 5,832 iPhone apps and 17th out of 1,245 iPad apps. We have had over 11,000 linked accounts created. These accounts are a mix of both existing accounts being activated and new accounts being created. To date, our swimmers have earned 341,000 patches. Coaches have distributed 6,500 patches. The feedback from athletes and coaches has been amazing. Feel free to check the USA Swimming Facebook wall or search for #DeckPass on twitter. We expect the Android app to be finished and in the Android Market very soon. Promotion will begin once it is available for download. The next development "to-do" items are to clean up remaining issues and errors in the system and then begin to evaluate what we want to do in 2012. We have officially struck an agreement with Active.com and they will provide us access to live results. Promotionally, Deck Pass has been featured in the *Sports Business Journal*, *Swimming World* and on various swimming blogs. We have put together a three-part plan built around building awareness, educating users and evaluating benchmarks. Also, in early 2012 we will be offering a prize package from CoSport to send two lucky people to London to watch the Olympic Games. We plan on using this prize package to encourage additional sign ups.

iHigh Partnership: iHigh offers free, unlimited bandwidth for USA Swimming clubs to webcast events, archive videos and store photos. The platform was tested at several Speedo Champions Series events this past long course season, and now every LSC and USA Swimming club has an iHigh homepage created specifically for them. The USA Swimming iHigh homepage is also up with current news, videos and schedules (ihigh.com/usaswimming). Clubs can find their individual site by clicking the LSC list on the USA Swimming iHigh home page. Club representatives can register to access on-line tutorials and begin adding content to their site. Clubs may also choose to sell local advertisements on the site to generate revenue. iHigh representatives are located throughout the country to assist with any issues. Additionally:

- *We are currently preparing an e-mail to all USA Swimming clubs to introduce them to iHigh and explain the benefits and procedures.*
- *The iHigh app is now available... the next version will allow clubs to customize and create their own iHigh app.*
- *Will be webcasting the Minnesota Grand Prix live on iHigh Friday-Sunday, November 11-13.*
- *We will also be webcasting the AT&T Winter Nationals and Speedo Short Course Junior Nationals on iHigh.*

2012 Membership Recruiting: The Business Development and Club Development Division have been collaboratively working on our Olympic-year campaign to grow the sport. This promotional campaign will lead visitors to a microsite that provides information on how to get involved in swimming and how to find a club or learn to swim provider in their area. Look for more updates on this at the January Board of Directors meeting.



Aqua Zone at Olympic Trials: Preparations for the Aqua Zone 2012 are underway. Similar to 2008, we are asking our sponsors and other swimming-related organizations to host a fan-friendly exhibit. We are currently working with these groups to develop the look and feel of their exhibit. In addition to this, USA Swimming is working with Vee Corporation (the same company as 2008) to develop the overall look and feel of the Aqua Zone as well as USA Swimming’s exhibit space (includes USA Swimming, Foundation, America’s Swim Team branding). In conjunction with the physical space of the Aqua Zone, in 2012 we are also planning a digital/social media component. We are currently waiting on proposals from an RFP that was distributed to select companies regarding ideas on how we can extend the concept of the Aqua Zone beyond the physical walls via the use of social media. Looking ahead, we will begin to program the events of the Aqua Zone (athlete autographs, clinics and other new activities) as well as determine hours of operation and other logistical elements.

Television & Webcasts: As we’ve reported several times, we anticipate all eight nights of the Olympic Team Trials will be broadcast *live* on NBC. The preliminaries of the Trials will also be broadcast with same-day taped coverage on NBC Sports Network (new name for Versus). Our 2012 broadcast plans also include four Grand Prix meets being aired by Universal Sports: Austin in January; Columbus in March; Indianapolis in March; and Charlotte in May. All seven Grand Prix Meets will also be webcast on www.usaswimming.org.

NATIONAL TEAM

Coach Enrichment Program: This new National Team program is designed to provide mentoring opportunities for younger coaches to spend time with older, experienced coaches. Recently, a National Youth Team coach, Chad Onken, spent a week with Dave Salo at USC/Trojan Swim Club. Coach Onken’s feedback on the experience was incredibly positive and he offered several suggestions to help make the program even more effective. We’re very excited about continuing to expand this program.

Coaches Incentive & Reward Program: Now in its tenth year, this program is designed to provide direct funding support to coaches who have helped athletes to reach the podium in the year’s most important international competition. A unique feature of the program is that not only is an athlete’s current coach of record recognized, but coaches who worked with the athlete during their all-important development years are acknowledged with equal shares from the available funding pool. This year’s qualifying event was the FINA World Championships in Shanghai. Over the past ten years more than \$3M in funding support has been awarded to coaches. This year, 19 coaches qualified for award grants, with the average payment being \$17,400. Coaches receiving award payments this year were:

Will Barker	Alex Braunfeld	Steve Lochte	Tom Speedling
Chuck Batchelor	Carl Cederquist	Teri McKeever	Gregg Troy
Ray Benecki	Ron Forrest	Ray Mitchell	Jon Urbanchek
Mike Bottom	Brett Hawke	Dave Salo	Keith Ure
Bob Bowman	Sean Hutchison	Todd Schmitz	



Pan American Games: USA swimming athletes won a total of 46 medals at the Pan American Games: 18 Gold; 19 Silver and 9 Bronze. The women’s team won 11 of 13 events, making them the most decorated Pan American Games team in USA Swimming history.

Mutual of Omaha Duel in the Pool: Things are shaping up for what may very well be the most exciting Duel in the Pool event ever held. The event will be held at Georgia Tech on December 16&17. The European All-Stars will feature many of the world’s most elite swimmers, with athletes coming from 17 different countries. Following is the roster of U.S. athletes who will represent Team USA:

Men’s Team

Mike Alexandrov	Mark Gangloff	Ryan Lochte	Eric Shanteau
Ricky Berens	Matt Grevers	Tyler McGill	Peter Vanderkay
Tyler Clary	Jimmy Feigen	Matt McLean	Garrett Weber-Gale
Conor Dwyer	Brendan Hansen	Davis Tarwater	
	Michael Klueh	Nick Thoman	

Women’s Team

Amanda Beard	Missy Franklin	Dagny Knutson	Ashley Steenvoorden
Elizabeth Beisel	Katy Freeman	Caitlin Leverenz	Chloe Sutton
Elaine Breeden	Jessica Hardy	Elizabeth Pelton	Dana Vollmer
Natalie Coughlin	Kathleen Hersey	Julia Smit	Amanda Weir
Claire Donahue	Katie Hoff	Rebecca Soni	Kate Ziegler

For Team USA, Jack Bauerle will be the Head Women’s Coach and David Marsh will be the Head Men’s Coach. The event will be broadcast on Universal Sports on December 16 from 7-9 p.m. (ET) and *live* on NBC on December 17 from 2:30 to 4:30 p.m. (ET).

U.S. Olympic Team Trials: All plans are tracking well for the 2012 Olympic Team Trials. To date, we have sold more than 5,000 all-session tickets, and we have just recently made available a four-day ticket package. All downtown hotels are sold out, with more than 22,000 room nights booked. Among our biggest current challenges is finding a buyer for the warm-up pool (the competition pool is being sold to Charles River Aquatics in Boston) so if you know of any club, school or municipality interested in purchasing an historic pool at a great price please let us know.



OTHER

Athlete Protection: On September 14, we launched the new Athlete Protection Training Course, which is now a requirement for all non-athlete members of USA Swimming. To date, more than 13,000 members have completed the course. This course is the first piece of our expanding educational efforts; we are currently developing courses for athletes and parents, with plans to launch these by early 2012. We are also expanding the Athlete Protection headquarters staff and are currently in the process of interviewing candidates for the new position of Athlete Protection Program Coordinator. This position will report directly to our Athlete Protection Officer and work on all aspects of our athlete protections programs and services.

Ron Van Pool Named to Lead NGB Task Force: We are very pleased to report that Ron Van Pool has been selected to chair a new NGB Task Force on Safe Sport. Our Athlete Protection Officer, Susan Woessner, has also been selected to serve on the task force. I'll ask Ron to share more about this assignment at the board meeting.

Diversity & Inclusion: USA Swimming has made a commitment to become a more diverse and culturally inclusive organization. We have instituted awareness and training sessions for our staff and plan to continue these activities in the future. We are also seeking new and more effective ways to help create opportunities that will attract more Latino, Africa-American and other under-represented populations as athlete members. As part of the planning process for the 2013-2016 business plan, we will be asking you to help us identify specific strategies that we might consider for the future.

USA Swimming Receives Recognition for its Diversity Efforts: The Colorado Springs Diversity Forum, an affiliate of the Pikes Peak Community Foundation, has recognized USA Swimming with its 2011 "Dare to Dream" award; the Forum's highest honor. The award recognizes USA Swimming for its inclusive organizational policies and benefits, commitment to diversity training, education, and volunteerism at all operational levels.

Hall of Fame Inductions: Two USA Swimming staff members were recently inducted into the Sports Halls of Fame at the University of Southern California and the University of Arizona. This past weekend Frank Busch was honored in Tucson, Arizona with his induction into that school's sports hall of fame; and earlier this fall Lindsay (Benko) Mintenko was similarly recognized at USC. Congratulations to both!

2013-2016 Business Plan: We have begun to turn our attention to the development of the business plan for the next quad. We are working from the assumption that while it is the staff's responsibility to develop and implement strategy, that it is the role of our volunteer leadership to provide us with philosophical direction. With this in mind, we will begin the planning process by soliciting input from each member of the Board of Directors and all LSC General Chairs. We are going to provide these individuals with a survey from which we will then gather and organize all the feedback and share what we learn with the board at their January meeting. Once we have received and analyzed this input, we will then integrate this feedback into the planning process and set about developing specific strategies. We plan to be in position to share the preliminary business plan with the board at the May meeting, and again solicit volunteer input. We will then put the final plan together for formal presentation to the Executive Committee in June and the full Board in September.



USA SWIMMING FOUNDATION

General Update: Under the leadership of Board Chair, Bill Maxson and Executive Director, Debbie Hesse the USA Swimming Foundation is making enormous strides in re-positioning and re-focusing the Foundation. Among the noteworthy accomplishments so far this year are the following:

- Developed a strong brand message, “*Saving Lives, Building Champions*” that resonates with donors.
- Reset the mission statement to read: *The USA Swimming Foundation raises funds to support programs that save lives and build champions in the pool and in life.* (Still to be formally approved by Foundation Board of Directors.)
- Established an infrastructure (staff, internal and external communications, and technology capabilities) to identify and cultivate prospective donors.
- Identified new and repurposed sources of unrestricted funds to cover a growing portion of operating expenses. This includes transitioning the Swim-a-Thon to the Foundation.

The Foundation board and staff are currently working on the development of a strategic plan. This plan is being constructed to align with the objectives of achieving the following by the end of 2014:

- Fund 100% of the Foundation’s operating expenses through unrestricted fundraising gifts.
- Involve a broader group of partners and donors in communicating the importance of learning to swim and how the process of doing so can lead to success in all aspects of life.
- Increase the level of support provided to USA Swimming for its programs and services.

Golden Goggle Awards: The 8th Golden Goggle Awards will be held November 20th at LA Live in Los Angeles and I hope that every member of the board will be able to attend this gala event. The planning and logistics for the event require a massive commitment on our part, but it’s also fair to say that the staff is incredibly motivated every year to make sure the event is a phenomenal success, both in how we recognize and celebrate the accomplishments of our National Team, and also in raising funds for the Foundation. This year’s event will be emceed by Kevin Nealon of *Saturday Night Live* fame, and in the spirit of the location a very special musical entertainment program is planned. Revenues to date are in excess of \$650,000, though we still hope to sell a few more tables in the remaining days before the event; we expect to net between \$250,000 and \$300,000. (FYI – the first seven Golden Goggle Awards events have netted more than \$1.4M for the Foundation.)



Fundraising Dinner in NYC: Together with National Team athlete, Garrett Weber-Gale, the Foundation will be holding a very special fundraising dinner on February 11 in New York City. We're calling the event the "Gold Medal Dining Experience" and Garrett has recruited an all-star line-up of four world-renowned celebrity chefs who will prepare and present a full course dinner. The evening will include a wine reception, followed by the formal dinner during which Garrett will introduce each chef and share how they influenced his own culinary journey. The participating chefs are: Daniel Boulud (Chef/Owner of one of the "Ten Best Restaurants in the World"); Tom Colicchio (*Top Chef*); Daniel Humm ("Best Chef: NYC"); and Florian Belanger (*Cupcake Wars*). The event will be held at the Bouley Test Kitchen and we will be selling 40 seats at \$2,000 apiece. If you have any interest in attending this event, or know of someone who might, please let me know ASAP. We anticipate that this event will generate a huge buzz in the New York foodie community.

Make-a-Splash Update: Our national learn-to-swim campaign continues to pile up impressive participation numbers. We currently have 433 Local Partners in 46 states. Over the past four years enrollments in swim lessons have reached 1,038,501; and grants from the Foundation have funded 34,820 of these enrollments. Additionally, our Local Partners have funded as 37,162 enrollments through their own local donors. This year we also conducted six stops with the Cullen Jones Make-a-Splash Tour. Tour stops included: St. Louis, Albuquerque, Portland, San Antonio, Oklahoma City and Miami/Fort Lauderdale.

Make-a-Splash New Jersey: With a Federal Grant of \$400,000, USA Swimming was able to activate and support learn-to-swim programs in five New Jersey cities this past summer and fall: Asbury Park, Bayonne, Jersey City, Newark, and Plainfield. Lessons are continuing through the end of the year so participation numbers are still coming in. By the end of October almost 4,000 urban children participate in water safety swim lessons. The Federal Grant targets 4,500 participants, so that goal will be reached. The unquestioned star of the program has been Jersey City, where 2,000 children have already participated. Jersey City was so excited to be able to provide instruction in their day camp programs this summer. Previously the day camps came to the pools, but no instruction was provided due to the cost of providing trained instructors. The same story was repeated on a smaller scale in each city. While there were challenging circumstances in each municipality coupled with a unique set of issues in administering a Federal Grant, the money was well spent on giving thousands of at-risk children the opportunity to learn how to swim.

Operation Inspiration: We have teamed up with Farrah Gray Publishing to produce a book of inspirational swimming stories that will be published next May. The book is themed along the lines of the "Chicken Soup for the Soul" series and will feature stories about how swimming has positively impacted the lives of National Team athletes, Olympians, Make-a-Splash heroes and everyday Americans. Stories are being solicited via a social media campaign and we currently have more than 80 stories to work with for the book. When published, the book (still untitled) will be available in paperback and e-book formats at a cost of \$14.99; and proceeds from all book sales will benefit the USA Swimming Foundation.