

Dixie Zone Newsletter

Winter 2009

NEW USMS LOGO

We are very excited to share with you that U.S. Masters Swimming has unveiled its new brand logo. A press release making this announcement is currently posted on the USMS website and has been distributed to all of U.S. Masters Swimming partners and sponsors as well as others within the swimming and sports industry. You can download the logos and accompanying style guide at <http://www.usms.org/logos/>. Please begin to transition the new logo in place of the old logo on LMSC websites and publications and anywhere else the current logo is being used. If you have existing merchandise, apparel, banners, etc. with the old logo it is not necessary to throw those out.

When they are used up or replaced, you should reorder with the new logo. We appreciate your help in communicating this announcement within your LMSCs to clubs, coaches, workout groups, and other members.

2009 SCY ZONE MEET

On March 6, 7 and 8, GOLD Hammerhead Aquatics will host the 2009 Dixie Zone Short Course Swimming Championships in Pompano Beach, FL. We are expecting a good turnout and registration is now open online and by mail. Go to dixiezone.org, swimgold.net, or hammerheadaquatics.com and click on the link for the dixiezone champs in Pompano Beach, FL. Custom awards will be handed out and special awards for anyone breaking a USMS National record at the meet. Concessions will be available, so come to the Dixie Zones and have a great time.

USMS 4TH QUARTER 2008 UPDATE

Within two weeks after completion of each quarter, Rob Butcher, USMS Executive Director, will be submitting a quarterly update of U.S. Masters Swimming business. His first report follows in an edited version.

I) Membership Services

Registration: We closed the 2008 membership with 48,302 members. This is a 9.45% increase from 2007. We believe 2009 renewal/new membership registration increase is due to several contributing factors; (a) continued swimming awareness from the Olympics/

Michael Phelps factor, and some of our own promotional efforts via www.usms.org, LMSCs and club websites (b) for November/December renewal/new membership registration of 2009, LMSC registrars registered 515 clubs vs. 435 for the same period in 2008, (c) online member registration making the process convenient for renewals/new member registration, (d) greater acceptance and confidence in the online registration system, and (e) with online registration, registrars are able to effectively communicate with LMSC members on items such as membership renewal reminders. All that said, we are keenly aware that January is historically the largest membership registration month so we will be watching the January results to compare vs. previous years.

New Member Newsletter: With the addition of Ashley as our Marketing Coordinator, we are able to introduce this exciting new member benefit. Once a month, beginning in January of 2009, the membership will receive a content driven e-newsletter with such topics as dry land training, open water/triathlete tips, nutritional information, and some fun stuff such as "the cool team website of the month" and "spirit picture of the month." We received several price bids for the e-newsletter project and are partnering with Constant Contact to deliver the service. In addition, a separate Masters coaches e-newsletter will be distributed once a month. This content driven piece will focus on the business dynamics of Masters coaching, as well as other valuable information. Anyone who registered online and provided their e-mail address will receive the member e-newsletter. There will also be an e-mail request link on www.usms.org for those registered by paper and would like to receive the e-newsletter. The e-newsletter will have an opt-out for anyone who desires not to receive this member benefit.

USMS.org Features: Writing of the home page Features have been fully transferred to staff, in particular Ashley. In the fourth quarter, we wrote and published to USMS.org a new Feature every Monday and Thursday. The highlight was an eight-week series titled "Why Join USMS." Each new Feature was also distributed to LMSCs and the Streamlines distribution list for promotion to the membership.

II) Club & Coach Services

Club Visits: In the fourth quarter, Mel Goldstein, Ashley Gangloff and Rob Butcher visited with more than 50 Masters programs in states/LMSCs such as

Arizona, SPMA, New England, Florida, North Carolina, New York and Iowa. Our grassroots outreach approach has been very welcomed and provides us a tremendous opportunity to listen directly to our members, coaches and volunteers. The information we receive is incredibly valuable as it allows us to understand the challenges, uncover opportunities we can better serve and share how we are serving.

Club Outreach: In 2008, 96 new clubs registered as USMS clubs. Mel Goldstein has made it a goal to personally outreach by phone to the coach of every new club introducing them to USMS, sharing how they can get the most out of online registration and the resources available within USMS. This type of support and outreach, in addition to the service provided by LMSCs and local registrars, is an investment that we believe is showing dividends in the early renewal registration increase.

Coaches Committee: Chris Colburn, Chair of the Coaches Committee, Mel Goldstein and Rob Butcher went to Ft. Lauderdale to meet with John Leonard, CEO of the American Swimming Coaches Association (ASCA). The last update to Masters certification was 1997 and admittedly, promotion of coaching Masters has not been a focus for either ASCA or USMS. So, we decided rather than merely update the ASCA Masters coach certification, we found ourselves asking the question of "Why would someone want to coach Masters, and how could they make a living at it." We developed a series of grounded answers and the Coaches Committee has been tasked with developing a program with the theme of "The Business of Masters Coaching." Our expectation is this will be a long-term project that would include both a written and video component. ASCA will serve as a partner in the development process along with a promotional partner of the Business of Masters Coaching when the program is ready.

SwimFest '09: SwimFest is an inaugural event in 2009. The Woodlands Masters team in Shenandoah, TX has agreed to host the three-day Friday, Saturday and Sunday event. We believe SwimFest is in line with two of our key objectives:

- a) promote the business of Masters coaching and offer mentorship to any coach wanting to attend
- b) create additional member opportunities for the fitness and open water/triathlon segments

A full-page ad for SwimFest will be placed in the March/April issue of Swimmer magazine and online registration will be available at www.usms.org/swimfest.

III) Marketing & Promotion

Sponsorship: We have collected all of the 2008 contracted sponsorship revenue. Mel and Rob have been able to renew all of our 2008 corporate

partnerships with only two renewals still awaiting contract signatures. We have also added and signed agreements with six new sponsors to the family for 2009; Liberty Mutual, BullFrog, Icy Hot, Gold Bond, blueseventy and a newly signed Gold Level partner to be announced in early February. We expect to exceed the sponsorship revenue in our 2009 budget.

New Logo Development: We have successfully completed the brand logo project. An accompanying style guide has been created. Alston Bird out of Atlanta has agreed to do a trademark search and subsequent registration pro bono of their time with USMS responsible for the search and registration filing costs. Once we receive their OK, we will move forward with the unveiling of our new brand logo that will replace the old logo on USMS.org and be available for download by LMSCs, member clubs, sponsors, licensees and other partners at www.usms.org/logos.

Partnerships: Ashley and Rob attended the Golden Goggles. We were able to meet with a number of people interested in partnerships with USMS. The interest for partnerships vary from athletes/athletes representatives wanting to develop businesses opportunities with USMS, organizations interested in promotional partnerships, and some are vendors wanting to offer their services to us. We continue to listen and educate ourselves on opportunities and how they can best fit our action plan with the resources we have available.

IV) Other Business

Headquarters Search: A USMS headquarters information document was drafted in September and distributed to communities that could be a potential fit for our headquarters **and** had a Masters champion(s) within the community willing and able to devote energy towards developing a proposal. Seven communities initially expressed interest; Charlotte, Shenandoah (TX), Indianapolis, Ft. Myers, Daytona Beach, Raleigh/Durham, and Sarasota. I have personally visited six of the seven communities, some of them multiple times, meeting with their leaders educating them on USMS, what we have to offer, what they have to offer, and how a win/win partnership could be established. We expect three or possibly four of the communities will submit proposals. We have asked to have all proposals in the Charlotte office by January 21, 2009 so they may be distributed in advance of the February 6-8 mid-year board meeting. At the mid-year board meeting, we will ask the board to vote a permanent selection for our new headquarters.

YMCA Masters Nationals: In principal, both USMS and the YMCA Championships Committee believe a partnership is in our future. Their Committee is addressing several policy issues as well as looking at potential locations for 2010. We have indicated this event must be USMS sanctioned for us to participate.

With nearly 93% of event attendees already USMS members, we are hopeful this won't be an issue and further if it was we believe the operational support, marketing/promotion support and online registration benefit would compensate for the potential loss of a 7% gap. The Committee hopes to know where the 2010 YMCA Masters Nationals will be hosted sometime in the spring giving us each time to define responsibilities and identify potential resources needed should we forge a partnership for the event.

New Staff Responsibilities: The following adjustments to the staff and contractors titles formally took effect January 1, 2009. These organizational changes will allow us to better meet our responsibilities within our three business units:

- Tracy Grilli, Membership Coordinator
- Ashley Gangloff, Marketing Coordinator
- Mel Goldstein, Club & Coach Services Coordinator

2009 USMS RULE CHANGES

The following notice bears important information for all USMS members regarding:

1. **Breaststroke:** initiation of the first arm pull
2. **Backstroke:** disqualification language for the turn
3. **Dual sanction agreement between USA Swimming and USMS:** how to run such meets.

BREASTSTROKE

USA Swimming has issued an updated interpretation of the initiation of the breaststroke arm pull to conform to the FINA interpretation. USMS Swimming Rules: Part 1 of the USMS Rule Book are based in part upon article 101, "Individual Strokes and Relays", of the USA Swimming Technical Rules which includes the breaststroke. **The updated interpretation will apply to USMS competition (USMS article 101.2.3).** See the following text published by Bruce Stratton, Chair of the USA Swimming Rules & Regulations Committee, December 8, 2008:

Text from USA Swimming:

"In 2005, FINA made changes to the technical rules for breaststroke which allowed a single downward butterfly kick during or at the end of the first arm pull after the start and after each turn. As required by USA Swimming Rules, we changed our technical rules for the breaststroke to conform to the changes made by FINA.

During the time since the change, there has been much confusion about what constitutes the beginning of the first arm pull. Based upon the (USA-S) Rules & Regulations Committee understanding of FINA's interpretation and actual practice in international competition, our guidance has been that the mere

separation of the hands or arms does not necessarily constitute the beginning of the first arm pull.

However, we have been informed that FINA's interpretation is now different from our previous understanding of what constitutes the beginning of the first arm pull. In order for our interpretation to conform to that used by FINA, the following interpretation is being made, effective immediately.

For purposes of Article 101.2.3, as it relates to what constitutes the initiation of the first arm pull and the allowed single downward butterfly kick, the following applies:

After the start and after each turn, any lateral or downward movement of the hands or arms is considered to be the initiation of the first arm pull.

Here ends the text from USA Swimming.

BACKSTROKE TURN: DISQUALIFICATION LANGUAGE

There has been NO change in the interpretation of the backstroke turn rule. Recently, USA-Swimming advised its officials that they should alter the wording typically used to report backstroke turn disqualifications. In 2005, USA Swimming deleted the following sentence from the backstroke turn rule: "Once the body has left the position on the back, any kick or arm pull must be part of the continuous turning action." Deleting that sentence did not constitute a change in the interpretation of the turn because the previous sentence addresses initiating the turn. However, officials continued to use the statement "noncontinuous turning action" on disqualification slips. Since the USA Swimming rule no longer refers to "continuous turning action", USA Swimming officials have been encouraged to use language such as "failure to initiate the turn after the arm pull" or "failure to initiate the turn after turning toward the breast" rather than "noncontinuous turning action".

However, USMS did NOT delete the "continuous turning action" sentence from its backstroke turn rule (USMS article 101.4.3). The USMS Rules Committee deemed that sentence a good clarification for USMS members and retained the sentence. Therefore, any of the statements listed above for describing infractions of the turn rule, including "noncontinuous turning action", are acceptable for USMS competition.

DUAL SANCTION AGREEMENT BETWEEN USA SWIMMING and USMS

Combining USA Swimming and USMS meets is now an official option as a result of an agreement signed by USA Swimming and USMS July 30, 2008. A number of inquiries have been received asking how to run such combined meets. Below is "Attachment A" from the signed agreement that describes three methods for

running combined meets. Note that the term "organization" refers to USA Swimming and/or USMS throughout the document.

ATTACHMENT A

COMBINED, PARALLEL, and INTERWOVEN MEETS

The number of inquiries as to what mechanisms are available for combining USA Swimming and USMS swimming meets has been increasing. The reasons for combining these meets are many, ranging from the limited availability of pool time and officials to the desire to promote the sport as a lifelong activity. There are several ways of accomplishing this goal within the rules and insurance policies of each organization. This document outlines these options.

It is assumed that all competitors are a member of either USA Swimming, USMS, or both. Those that are members of both must select one organization with which to compete for the entire meet. Dual membership cannot be used to exceed the daily event limits imposed by either organization. Automatic recognition of times achieved by a USMS swimmer competing in the USA-S portion is still available.

Any of the joint meets described below must have sanctions from both USA Swimming and USMS. Both sanctions must be held by the host organization. The host organization cannot be required to accept a participant from either USMS or USA Swimming that would otherwise be barred from participation by their respective organizations.

USMS Record and Top Ten submissions must comply with all USMS documentation requirements.

Combined Meets

With the consent of all (co-)hosting teams and the LSC and LMSC, a combined meet may be sanctioned by both USA Swimming and USMS and all swimmers competing according to USA Swimming rules. This mechanism allows the meet host(s) to seed the event as they normally would, based upon times, with USA Swimming and USMS members combined in heats without specific lanes allocated to one organization or the other. There are restrictions however. A divider must separate members of each organization. A lane line is sufficient to achieve the separation. This does preclude, for example, swimming two-to-a-lane with a member of each organization in the same lane. Warm-up and warm-down should be conducted in separate lanes. Relay teams must consist of members of the same organization.

Parallel Meets

The two meets may be swum in parallel by assigning some number of lanes to USMS competitors and a different set to USA Swimming competitors. If possible,

separate stroke and turn officials for each set is preferred. It is permissible to adjust, for example, the makeup of the USMS heats so that competitors in a given heat have approximately the same seed times. Each organization's rules would apply to their members.

Interwoven Meets

The two meets may be swum with complete heats of swimmers from both organizations alternating. There would be no need for separate stroke and turn officials. Each organization's rules would apply to their members.

10K SWIMMER OF THE YEAR

The 2008 World Open Water Swimming Man of the Year is Randy Nutt (FGC LMSC – GOLD) who outpolled an extremely accomplished field. Based on his decades in masters swimming, volunteering for a number of positions and organizing boutique swims in the Caribbean, Randy received consistent support throughout the public voting, leading from nearly start to finish.

The nominees from 11 countries (America, Australia, Bulgaria, Chile, China, Germany, Netherlands, New Zealand, Russia, South Africa and the U.K.) ranged from world-class teenage swimmers to administrators who have guided the sport for decades.

The parallels between Randy and the poll's second-place finisher, Maarten van der Weijden of the Netherlands are striking. Similar to Maarten's victory in the Olympic 10K Marathon Swim in Beijing, Randy's victory was a result of many years in the sport. Very importantly, both Randy and Maarten have always lent a hand, sharing a passion and supporting others, on their way to victory. Their willingness to smile under stress and spend time with others are what makes them stand-out as victors – and representative of all that is good and impressive with this year's World Open Water Swimming Man of the Year nominees.

Congratulations, Randy. We commend you for your passion and thank you for your efforts to host the unique and popular Bermuda Round the Sound Swim and Bonaire EcoSwim.

CELEBRATE VALENTINES DAY AT AUBURN

The Auburn Masters team is hosting another SCY Invitational this February, with dates set for February 14-15th. The Auburn meet has attracted on average 185 swimmers over the past decade. The pool is super fast and many national records have been set at the Auburn meet. Competition for team trophies has

been intense over the year, with very close margins of victory in the large team division going to the Pirates of Pensacola over the Georgia Superteam. Will 2009 be different? Swimmers showing up Saturday morning are likely to be able to watch the Auburn University men's and women's varsity teams working out in the pool. Many of them return as spectators to watch some of their coaches compete, and they come away with a real appreciation for what Masters swimming is all about.

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 goal of the event is to get everyone to broaden their swimming events; time does not matter, it is about trying something new. You purchase the custom designed t-shirt, and you have the calendar year to do each event. The events can be done in practice as long as your coach watches, and you do it legally according to the USMS rules. Then you check it off. Distance events can be done once; for example, you either swim a 400 meters free, or a 500 yd free event. You do not have to do both. 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. This is a great gift idea and a team function for all to try. The shirts are ready for shipping, so get yours now

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!

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.

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.

QUARTERLY QUIP

Courtesy of Dick Brewer

In mathematics, a basic truth is that

If A is greater than B,
And if B is greater than C,
Then A must be greater than C.

Applying this mathematical principle to the science of swimming, it stands to reason that ...

If an easy practice is better than nothing,
And if nothing is better than a hard practice
Then an easy practice must be better than a hard practice.

DIXIE ZONE CALENDAR

2009		
Feb. 7-8	SCY	S.C. SCY Championships, North Myrtle Beach, SC
Feb. 14-15	SCY	SUN Masters Valentine Meet – Clearwater, FL
Feb. 14-15	SCY	Auburn Masters Invitational - Auburn, AL
Feb. 20-22	SCY	Masters Challenge - Ft. Lauderdale, FL
Feb. 28	SCY	Frank Clark Masters Open, Greensboro, NC
Mar. 6-8	SCY	Dixie Zone SCY Championship – Pompano Beach, FL
Mar. 14-15	SCY	St. Patrick's Day Invitational – Atlanta, GA
Mar. 27-29	SCY	St. Pete SCY Championships, St. Petersburg, FL
Apr. 16-19	SCY	YMCA Masters Nationals – Ft. Lauderdale, FL
Apr. 18-19	SCY	N.C. SCY Championship – Raleigh, NC
May 7-10	SCY	USMS SCY Nationals – Fresno, CA
May 17	LCM	Central FL Marlins Masters Spring Splash, Ocala, FL
June 6	LCM	Athens, GA (tentative date)
June 12-14	OW	Open Water Festival, Ft Myers Beach, FL
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	Greenville, SC
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. 31- Nov.1	SCM	Dixie Zone SCM Championship – Columbia, SC
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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