

2016 USA AQUATICS CONVENTION NOTES

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First, I want to thank the LSC for sending me to convention. This is my second year attending and there's always lots to take in. I encouraged the Wisconsin delegates to attend the talks that meant most to them. In doing so, we got about every subject covered.

CENTRAL ZONE CHAMPIONSHIPS

2017 Changes:

4 day meet (Thursday – Sunday)

3 day meet for 10&Unders (Thursday – Saturday)

NEW EVENTS: 10&U 400 free

11-12 400 IM, 800 free, 1500 free

13-14 50 fly, 50 back, 50 breast

DIVERSITY & INCLUSION

I started by going to the Meet & Greet. This is a fun group of people and it was an opportunity to meet others, from around the country. On Friday, I listened to Schuyler Bailor. He was so interesting. Schuyler is the first transgender male to compete at the NCAA level. He swims for Harvard. This subject is very sensitive and listening to his story let you know that there's hope that all swimmers can be accepted. It will take time, for sure, but he and his Dad talked about acceptance on the Harvard's mens' team (they contacted him and told him they wanted him as part of the team, after he told the women's coach he wanted to be a man and his surgical plans). It was one of the best talks I attended.

Other topics:

Offering a Diversity Camp (a sample clinic timeline was given)

- * Start by opening it to 2 swimmers, from each team. If short on numbers, open it up to others.
- * Determine age group
- * Day camp or overnight?
- * Who is it for & how do they qualify?
- * Should times be considered?
- * Try to have a diverse staff
- * Make it fun – find a theme
- * Have goody bags (get sponsors)
- * Waivers
- * Promote through e-mail blast or athlete reps

USA Swimming now has LGBTQ informational/educational brochures, which highlight our LGBTQ community members and also discusses proper terminology usage and respectful and accepting treatment of each other. Rainbow lane line stickers are also available, which you can put on any of your printed information.

LSC DEVELOPMENT & LEAP

They talked about LEAP and the new changes. The Wisconsin LSC must renew our LEAP level 1 status by August 1, 2017. The on-line leadership course will be required for LSC's to renew their LEAP 1 status and all clubs are also encouraged to take this course (under member services, on the USA swimming website).

- * There is a Mighty Megas workshop, in November. We are sending Scott Kitzman and Kevin Milak.
- * USA Swimming is launching a new/revised website & mobile app, in December.
- * The movie, "The Last Gold", is available for purchase, at the iTunes store (\$10.99).
- * LSC bylaws must be submitted/updated each year.

On Friday, there was an athlete engagement session, where our own, Trina Schaetz talked about her position, as the Wisconsin LSC Athlete Liaison. This was a good time to sit with Emma and hear what she would like to do in her role. Together, we wrote 3 goals for our LSC: getting information to clubs so that their athlete reps attend our LSC meetings; doing a recruitment promotion video (MN showed theirs and it was really well done); and, having an athlete rep update, in the LSC newsletters that are sent to our 7000 members.

DISABILITY SWIMMING WORKSHOP

I have a blind athlete on my team, so I thought this would be interesting to attend. Here are some points that teams should consider when training a disabled athlete:

- Do not give them special treatment. They expect to be challenged just like everyone else.
- There are training devices that may help (spraying water by the flags, or having a beeping cap, to figure out their turns.)
- Be creative!!! Some athletes are very limited, with limbs and joints (or, are missing them). You need to figure out ways to make the strokes work. Truly think outside of the box.

TRUE SPORT & DECK PASS WORKSHOP

The True Sport and Deck Pass platform allows athletes to earn achievement patches. True Sport focuses on life lessons and how to treat each other, while the Deck Pass side is more times oriented. The app is available on your phones.

Some clubs are doing the True Sport part as their team practice or activity. They watch a video together, then talk about the subject (example: bullying at practice). Once they've completed the assignment, they can get their patch.

How to promote True Sport:

- * Summer True Sport days (get out 10 minutes early – video & swag)
- * Information table at meets
- * Group lessons at team activities (older kids help younger kids) - present True Sport at lunch
- * Facebook/e-mail
- * Instructions at parent meetings
- * Patch contest (give a gift card away)

Communication & detailed instructions are needed for parents.

- * Each family must have a USA log-in.
- * Each child has their own account.
- * Use Perks icon to get True Sport patches
- * Encourage your USA parents & swimmers to register

#SWIMBIZ – DRIVING PUBLICITY FOR YOUR TEAM

This was definitely one of my favorite presentations. They discussed how to sell your program, using social media.

Highlights:

- * Do not focus times.
- * Tell a story – get visuals/pictures (**VISUALS ARE KING!!**)
- * Show families with 3+ swimmers
- * Sell Yourself
 - * What do you want? (members, sponsors, lessons)
 - * Who are you talking to? (Moms, business, etc)
 - * Craft your message (concise – compelling – what makes you different – tie into current events)
 - * Pitch your story (use visuals – pique their interest – find the right person to sell it)
 - * Create your target impact
- * Select Media Outlets
 - * Facebook
 - * TV
 - * Radio
 - * Mom blogs
 - * Other blogs

Get waivers to use images. Drive back your promotions to your website.

Tools Available:

- * Snapseed (edit photos)
- * Boomerang (thru Instagram)
- * Facebook Live
- * Periscope (live on Twitter)
- * Flipagram (for Twitter & Facebook)
- * Flipboard – create a newsletter/digital magazine
- * Hootsweet/Tweetdeck (can schedule posts)

FACEBOOK ADVERTISING

- * Be creative
- * Works with a small budget, but can get big results
- * Use the Cost Per Click campaign (more bang for your buck)

CHANGES IN YOUR MEET INFORMATION:

Starting January 1, 2017, you must include the following statement, in your meet announcements, to get an approved sanction:

Operation of a drone, or any other flying apparatus, is prohibited over the venue (pools, athlete/coach areas, spectator areas and open ceiling locker rooms) any time athletes, coaches, officials and/or spectators are present.

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Thanks so much for this opportunity!
Cheri Zimdars