

## **National Aquatics Sports Convention Report**

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The following report covers some highlights of my attendance at the National Aquatic Sports Convention in September.

During my five days at the convention, one of my objectives was to network and build some meaningful relationships that could benefit the work we are doing for Wisconsin Swimming. I was able to sit down with two other LSC leadership officials to discuss the work we have done in Wisconsin and take notes from what they have accomplished in their states. My meeting with the Minnesota LSC Executive Director was very beneficial to review some of the public policy initiatives they have worked on in Minnesota and could provide some direction on future Wisconsin LSC initiatives.

In regards to the pools construction/referendum work we are doing for Wisconsin Swimming, I was able to sit down with Mick Nelson from the Facilities Development Department to discuss some of the initiatives we have been working on in Wisconsin. Additionally, we discussed the desire to work on a list of possible fundraisers for pool projects. Nelson connected me with the USA Swimming Marketing department, which I will be holding a conference call with in the near future to discuss the Wisconsin Swimming sponsorship program and social media posts for pro-referendum groups.

On matters concerning the Wisconsin Swimming sponsorship program, I was able to attend some breakout sessions hosted by the USA Swimming Marketing team and gather ideas that might benefit our program. After the breakout sessions, I was able to connect with them and will be conducting a conference call to discuss some of the ideas in greater detail. I had also hoped to generate some new possible leads for the program while I was at the convention, and I did break through to a few of the vendors who were in the market place. We are currently exchanging ideas and hope that we will secure a new sponsor from those meetings.

Overall, the convention served as an exceptional opportunity to attend various administrative rule making sessions, meet many of the key leaders in the sport, and build good relationships with the Wisconsin LSC Board of Directors.

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