

ISSUE

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# BAC Times

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Weekly Updates and Reminders for BAC swimmers, parents and coaches

## Follow BAC on Social Media!

Keep up with the latest news and pics by following us on Instagram (badger\_aquatics), Twitter (@SwimBac) and Facebook (Badger Aquatics Swim Club). It's a great way to see cool pics from practices and meets as well as keep up with the team during off seasons.



WELCOME TO THE BADGER AQUATICS CLUB 2017 FALL SEASON! For those of you that are returning BAC families, we're so pleased to have your children swimming with us for another season. At the same time, we're grateful to the influx of new families to BAC and we're looking forward to getting to know everyone! The BAC board and coaching staff are incredibly excited for the 2017-2018 season, one we're hoping can be our best season yet. One of the metrics we use to measure team success is our National VCC (Virtual Club Championship) Ranking according to USA Swimming. Last season was our best ever - 57th nationally (out of 2600 clubs) and this year it's our goal to crack to the top 50! In addition to the success of our elite swimmers, we're looking forward to helping almost 600 different athletes improve their swimming and fall in love with this phenomenal sport!

## Baraboo

While we're always thrilled to start a new session at BAC, fall 2017 brings some extra excitement. We're pleased to say that starting this fall, BAC will be offering programming in Baraboo after the successful merger of BAC and BAM! BAM (Baraboo Area Makos) was an established and well-regarded club offering programming based out of the Baraboo School District Pool for a number of years. The landscape of swimming has been changing, and

sometimes smaller clubs have found themselves on the outside looking in at a lot of the opportunities in our sport. Bringing the BAM programming into BAC allows those swimmers access to those opportunities, while helping to grow BAC's regional presence with no effect on our existing Madison-area programming. It's an opportunity we're all very excited about, so make sure we're welcoming those folks to the BAC family!

# BAC Times

## “We Got Your BAC”

This slogan is something that you'll be hearing frequently throughout this entire season. It's actually nothing new, it's just meant to symbolize a recommitment to the ideas and philosophy that BAC is formed around. 'We got your BAC' means that we're a team that respects the sport, supports one another, and celebrates the accomplishments of the ENTIRE TEAM, not just our highest-achievers. You'll see this slogan on our team t-shirts and social media posts. You'll hear it reinforced at practice by coaches as they promote good sportsmanship. And you'll see these ideals put into action as we encourage swimmers to cheer for their teammates, ask them to interact more at practice and at meets, and as coaches promote respect for the sport of swimming. If you have any ideas on how we can show that 'we got your BAC', please let us know!

## Newsletters

One of the ways that we communicate important information to our parents and swimmers (and to a larger audience thanks to social media platforms like Facebook) is through these newsletters.

Newsletters will come out frequently throughout the fall/winter season, but not necessarily regularly as some parts of the season have more 'newsworthy items' than others. We view these newsletters as a chance to update everyone on the state of the club, to celebrate accomplishments (both in and out of the pool) and to do some parent education. (This is in contrast to the more regular weekly emails from your swimmer's coach that deal with things like practice changes, meet sign-ups, etc.) This 'issue' of the newsletter is specifically for the parent meeting and contains a lot of information about the beginning of the season (so it's a little long and a little light on pictures – sorry). Future issues will have some more 'fun stuff' as well as regular sections like a 'Coach's Corner' (a chance to learn about BAC's newest coaches), an 'Alumni Spotlight' (to hear about former BAC swimmers and coaches still involved in our sport), and 'Outside the Lanes' (a section devoted to the accomplishments of our swimmers outside the pool). Future newsletters will be distributed through email, and archived newsletters are on the web if anyone is curious!

## Practice Calendars

Make sure you're checking the BAC website frequently for the most up-to-date information on practices. Each group has a dedicated practice calendar where you'll see the default schedule as well as any changes.



# BAC Times

## Speedo and Simply Swimming

Something that veteran families are aware of and that new families have likely already learned is that BAC has official relationships with both Speedo USA and with Simply Swimming. However, even some of our more experienced families likely don't realize the benefits provided to BAC through these relationships.

Speedo is obviously the premiere name internationally in our sport, and we're proud to be one of the largest Speedo-sponsored teams in the country. Simply Swimming is our local retailer and works closely with Speedo, the BAC staff, and our families to provide the best quality gear and coolest apparel around! As a team, BAC gets a number of benefits from our relationships with these two organizations. The most direct and obvious benefit to families is the excellent deal that we got this year by incorporating a team cap, team shirt, and team suit into your registration fees. This allows us to outfit the team with a consistent look for a lot less than the regular retail price. Speedo also works hard to outfit our coaching staff with BAC gear, including providing a lot of apparel for free – something that helps keep your swim fees lower than they otherwise would be. Speedo also does a lot for our highest-achieving athletes, making sure our national level swimmers are well equipped when they travel. We're also hugely benefitted by our relationship with Simply Swimming, Susie, and her staff. They work incredibly hard to make sure that our clothing looks exactly the way we want and they turn around an impressive amount of gear promptly. Having a local 'brick and mortar' shop makes a huge difference, especially at

the start a season, during championship meets, and for all of the BAC hosted meets throughout the year. Both Speedo and Simply Swimming have been huge contributors to our fundraising Swim-A-Thon efforts over the years!

We wanted to make sure that everyone was aware of all of these benefits, so that you understand why it's important when we ask kids to only wear the Speedo team suit (or a Speedo tech suit) at meets, or when we remind you to buy your gear and apparel from Simply Swimming. Help us support these great organizations that help support BAC!

## Meet Sign-Ups

This might seem a little bit premature – we don't have meets until the middle of October – but we wanted to make sure that everyone was aware of how meets and meet sign-ups work with BAC. For families that are new to BAC, we'll have a newsletter later this season that outlines the main differences between summer rec league meets and USA Swimming Meets. One main difference is how much earlier the deadlines are for our meets, underscoring the importance of planning ahead. For the veteran families – **MEET SIGN UP DATES NEED TO BE FOLLOWED MUCH MORE STRICTLY THIS YEAR.** Because BAC has so many connections and because we host so many meets, we're often able to get swimmers into a meet beyond the initial deadline. Over the past few years we've probably taken advantage of this too often and the result has been that many of our families don't worry much about deadlines and assume they can get in late. This year we want to make it clear that deadlines are deadlines and we'll extend meet entries only under special circumstances.



# BAC Times

## Week 1 Overreactions

Finally, the coaches are really excited for practice to officially start on the 11th or 12th, as I'm sure the kids are too! But we wanted to get out in front of a few things that always come up early in the season. First, with over 500 fall athletes spread out over 20 different practice groups, a lot goes in to organizing a practice schedule that works for everyone. Even with all of that organizing, we invariably find a few tweaks to make to the schedule to improve upon things. In addition to that, we've found that the first few practices of the season are actually some of the highest attended practices all year. (The kids are excited to be back in the pool, school isn't too busy yet, no weather concerns, etc.) Sometimes these factors combine to make a practice here or there that catch us off guard with overwhelming numbers. If that happens to your swimmer's group, rest assured that we'll work to address the situation – things always stabilize that second or third week of the season.

Second, a common observation from parents the first week is their swimmer saying that practice was 'too easy'. Good! Depending on your swimmer's end-of-season meet, we're looking at a 23-27 week season. If we started out trying to crush every swimmer with yardage or intensity we'd have nothing to build to, we'd put our athletes at increased injury risk, and we'd frankly be doing a poor job of coaching. We'd much rather start out with practices that are less challenging physically, but more demanding when it comes to proper technique. This allows us to put the focus on establishing good habits; working hard can lead to limited success, working smart allows for a much higher ceiling. So if your child comes home saying 'practice was too easy', feel free to counter by saying 'then you must have done everything perfectly, right'? :^)

