

Successful Administration Structures Panel

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Presenter(s): Linda Irish Bostick (Palm Beach Masters), Kris McPeak (SilverPeak Performance), Kenny Brisbin (Long Beach Grunions)

Description: Hear from a panel of team administrators on how their administration runs successfully.

Key Points:

- Ask for help. Seriously! Talk to Bill Brenner. Find a mentor.
 - The work is not hard, but you have to work hard.
 - Learn from your members what you can be doing to make the space feel open and welcoming.
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Summary:

Share one thing that helps you run your team successfully:

- Club is located in LMSC that is well-resourced and can support us. Very comfortable going to LMSC leadership (or USMS) for assistance.
- Relationship with the facility; fortunate for access to 23 lanes at 5:30 AM, which helps us grow. Newer swimmers need slower lanes to start and be comfortable to stay in the club.
- Dedication from volunteers willing to share time/talents; management, facilities, social media, membership, etc. Team pays their USMS/team dues.

How do you make the administration time not feel burdensome?

- Plan your work, work your plan.
- After 13 years, I have a workout database. With time, anything can get easier.
- There's something that comes up every day. Remember that this is supposed to be fun. But like any business, the work will take from you.

What kinds of fee structures do you have?

- Monthly membership basis: unlimited workouts, invoiced at first of month.
- Discounts: "Spouse Rate", "Half-Month", "Once a Week". Also, EMT/FireFighter/Lifeguard/OceanRescue get half price.
- \$10 drop-in fees via ClubAssist (credit card)
- \$25 Satellite Swimmer Fee (don't train with us, but register to compete)

Country club only wants to private country club members. How do I get them to accept drop-ins?

- Find out what is in it for them. What would sweeten the deal for them? Offering drop-ins may be a way to grow the country club membership.
- Members can sponsor guests or give them "passes". If you can bring a guest to play golf, you can bring a guest to swim.

What's one thing you would want people to take away from this talk today?

- Regardless of team you are developing, there are resources out there. We are here for you.
- Don't accept first "no" that comes your way. Keep asking, keep learning what you can, and don't give up.
- Ask the question even if you think you "should" have known the answer.
- It's a marathon, not a sprint.

How do you deal with coach mentoring/disciplining/firing?

- When I hire coaches, I don't "fill a position". I look for a coach, then I create the position for them. I try to make it a win-win for everyone.
- If they're doing well, I give them a lot of great feedback. If something isn't going well, you need to do the hard thing for the good of the team.