

USA Swimming Partnership

Session Date: Mar 6, 2022

Presenter(s): Peak Performance Athletics owner George Heidinger, USA Swimming rep MJ Truex

Description: Learn the ins and outs of working with a USA Swimming Club to develop USMS programming.

Key Points:

- Pikes Peak Athletics: Co Springs Athletic Club for aquatics - George
 - Revenue Plan: high quality programming of swim lessons, teams, programs
 - Parents will only drive 10-15 mi for swim lessons; with teams they may drive farther
 - Look at demographics in area according to drive time.
- What Masters Swimmers want?
- Great coaching
 - Clean facility
 - Welcoming environment
 - ... All at rock-bottom prices
- Convenient workout times
- Someone to train with
- How to treat Masters Swimmers?
 - Like swimmers Like people Like adults With humor With care
- How to swimmers like swimmers?
 - Professional coaches with experience Plan the season
 - Plan the week Plan the workout Adjust in the moment
 - Meet the swimmers where they are Be Consistent Listen
- Showed examples of season plan ending with a taper meet; showed weekly workout plans;
- How important is Masters Swimming in our vision:
 - Swimmers “get it” Inclusiveness/buy in Networking and Word-of-mouth
 - Masters “need” this Synergy Passion Culture
- USA Swimming partnering with USMS - MJ
- Connecting swimmers with next step in swimming: USA, HS, College
- Need good relationship between USA team and USMS team
- Challenges for all teams: Financial, Pool time, Coaches
- Masters teams can benefit the USA team and vice versa
 - Volunteer Fundraising Sharing pool times
- Communication up front between teams, with coaches help build relationships
 - Get agreements in writing; coach contracts, pool time/lanes
- USA Swimming Team Leaders department has consultants in each zone that can help with masters teams work with USA teams.
- USA Swimming and USMS have same tag line: Swim for life - Dawson

Summary: The keys to great swimming experiences are to have communication and build strong relationships between coach and swimmers, team leaders and the facility and work with USMS and USA swimming. This builds swimming for life programming through child and adult lessons, USA teams and USMS teams.