

# Leveraging USMS Programs & Sub-Brands

Bill Meier – Simon's Rock PaceMakers, New England LMSC

Onshalee Promchitmart – Sarasota Sharks Masters, Florida LMSC

Brian Robbins – Unattached, Georgia LMSC

Douglas Sayles – SwimRI, New England LMSC

Jason Weis – Boston University Masters Swimming, New England LMSC



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CLUB DEVELOPMENT  
COACH SUPPORT  
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# Presenters



**BILL MEIER**

Head Coach, Simon's Rock  
Pacemakers

Past Board Chair, New  
England LMSC

USMS Level 4 Coach

ALTS Program Co-Creator &  
Lead Instructor

billmeier1961@gmail.com



**ONSHALEE  
PROMCHITMART**

Sarasota Sharks Masters

Manager, USMS Events &  
Business Development

Founding Advisory Board  
Member, College Club Swimming  
opromchitmart@usmastersswim  
ming.org



**BRIAN ROBBINS**

Unattached, Georgia LMSC

Founder & Head Grown-Up, Grown-Up  
Swimming

brian@grownupswimming.com



**DOUGLAS SAYLES**

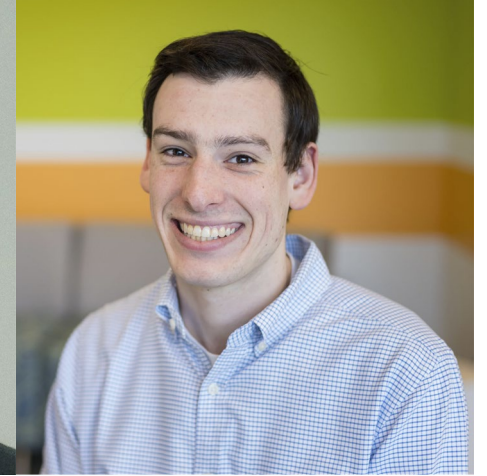
SwimRI Masters

Chair, LMSC Development Committee

Membership Coord., Meet Director &  
Past Board Chair, New England LMSC

USMS Level 3 Coach & ALTS  
Instructor

douglas.sayles@swimri.org



**JASON WEIS**

Head Coach, Boston University  
Masters Swimming

Rules & Elections Committees

Board Chair, New England LMSC

USMS Level 3 Coach

Founding Advisory Board Member  
College Club Swimming

jason.p.weis@gmail.com



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# Agenda

- Introduction
- Grown-Up Swimming
- Educational Initiatives
- Trial Memberships / Try Masters Swimming
- Development Grant Programs
- CCS-USMS Collaboration
- Breakout Groups
- Q&A / Wrap-Up



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# Why Leveraging USMS Programs Matters

- ✓ Maximizes local impact
- ✓ Builds national-local synergy
- ✓ Puts USMS & LMSC resources to good use
- ✓ Sustains and strengthens USMS community
- ✓ Promotes a culture of lifelong fitness and safety
- ✓ Enhances membership retention and growth



# Grown-Ups Can Have Fun Too

Give adults access to fun swim leagues (beer league, turkey trot, member-guest, pickleball)



# What's it look like



3-4 "Divisional" or "Regular Season" Summer League Meets



1 Championship of the World



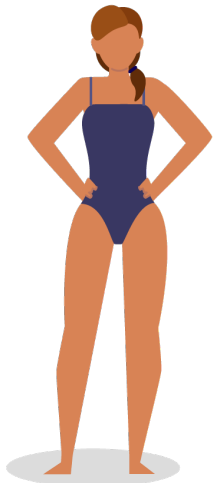
Social Afterward

# Meet the swimmers

## Kaitlyn

Kaitlyn could swim before she could walk. She joined a club team when she was an 8 & under and swam through college. Now that she's graduated, she wants to stay fit and postpone the inevitable "swammer" status.

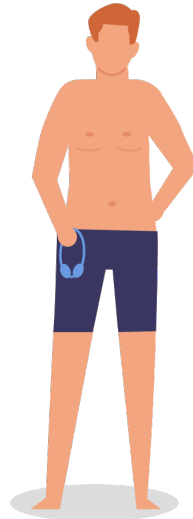
AGE: 25



## Howard

Howard played tennis and soccer in his youth and early adulthood. Five years ago, he injured his knee and had to scale back on high-impact activities. He loves staying active but needs to protect his knee and avoid re-injury.

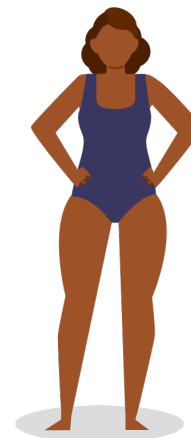
AGE: 36



## Stacy

Stacy is a working mom who is looking to get in shape. She swam in high school and loves timing at summer league meets but thought that her swimming career was over before learning about Grown-Up Swimming.

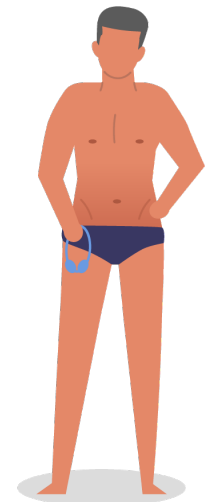
AGE: 42



## Marco

Marco is a seasoned athlete who enjoys competing in triathlons. He wakes up early every day to train for upcoming races. He already gets lots of exercise but wants to spice up his fitness routine with a bit of fun.

AGE: 60

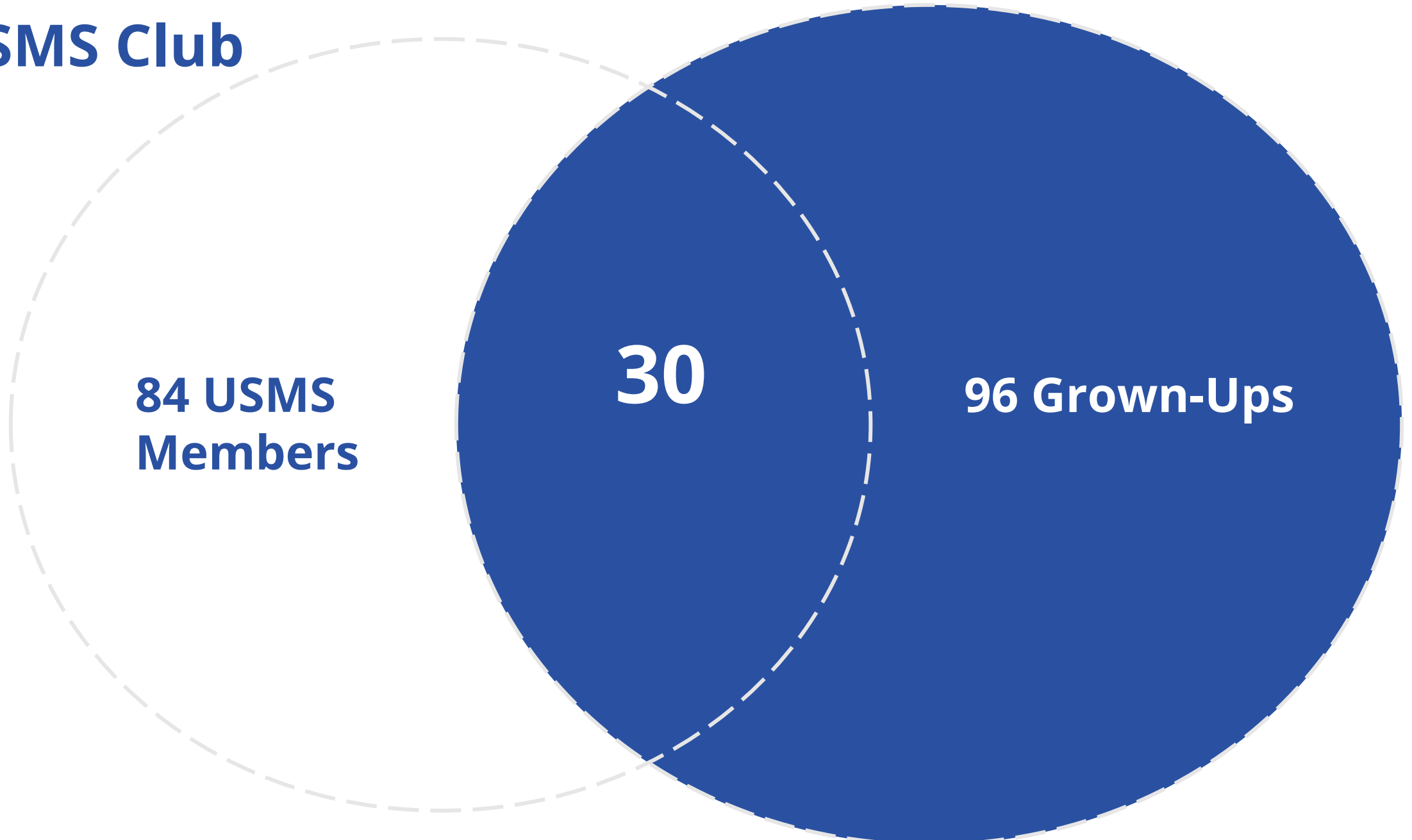


# USMS Club

**84 USMS  
Members**

**30**

**96 Grown-Ups**





# USMS Club

**84 USMS  
Members**

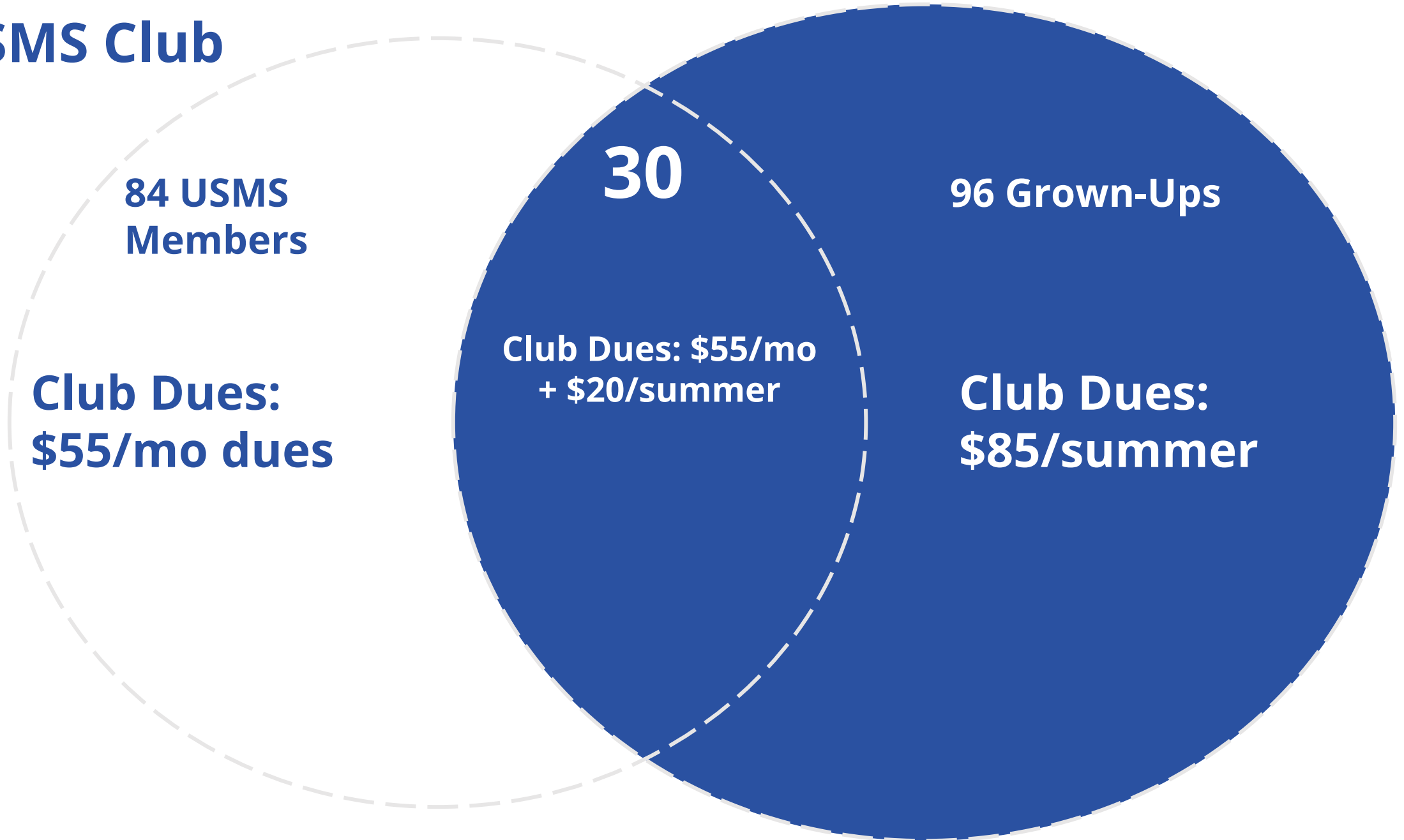
**Club Dues:  
\$55/mo dues**

**30**

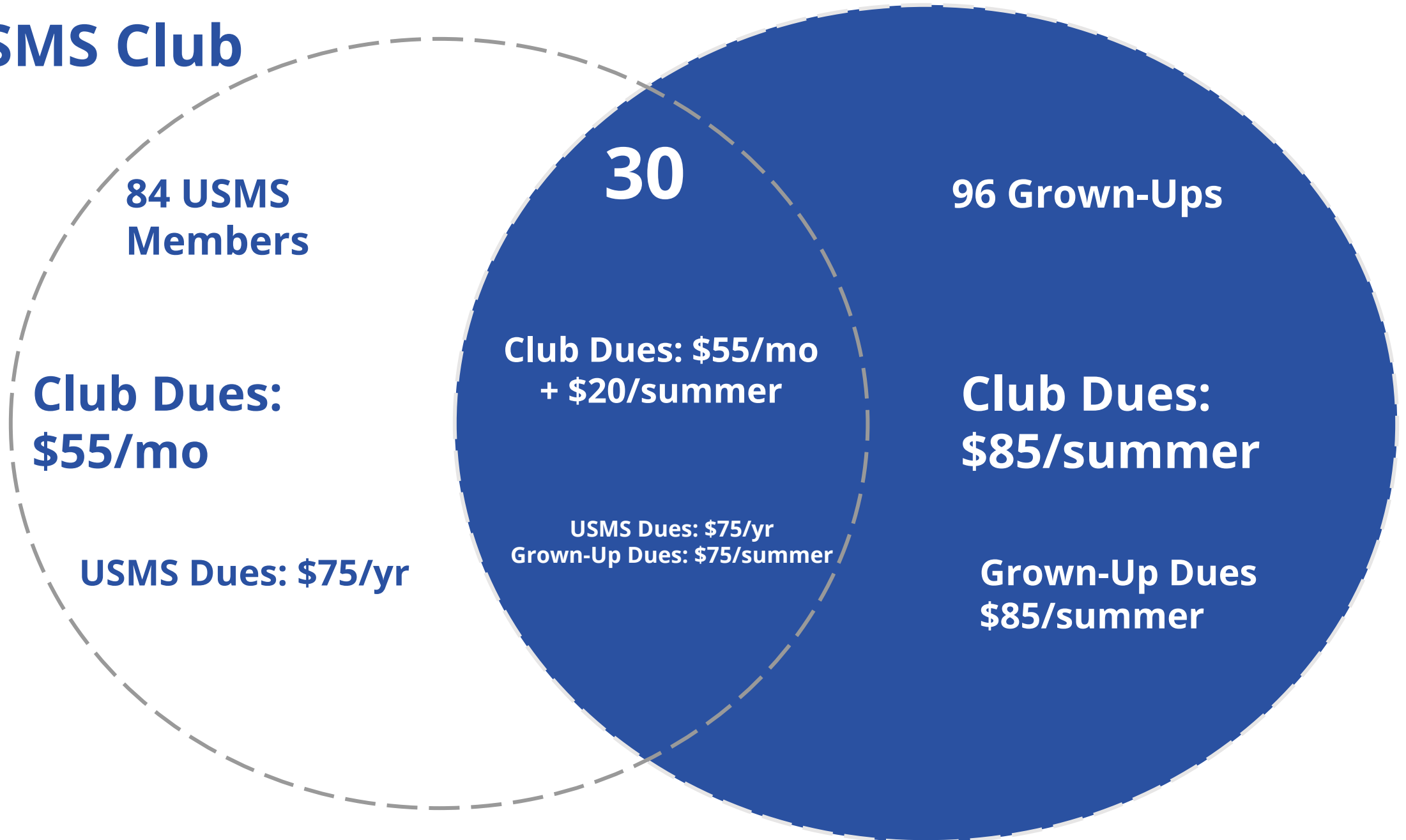
**Club Dues: \$55/mo  
+ \$20/summer**

**96 Grown-Ups**

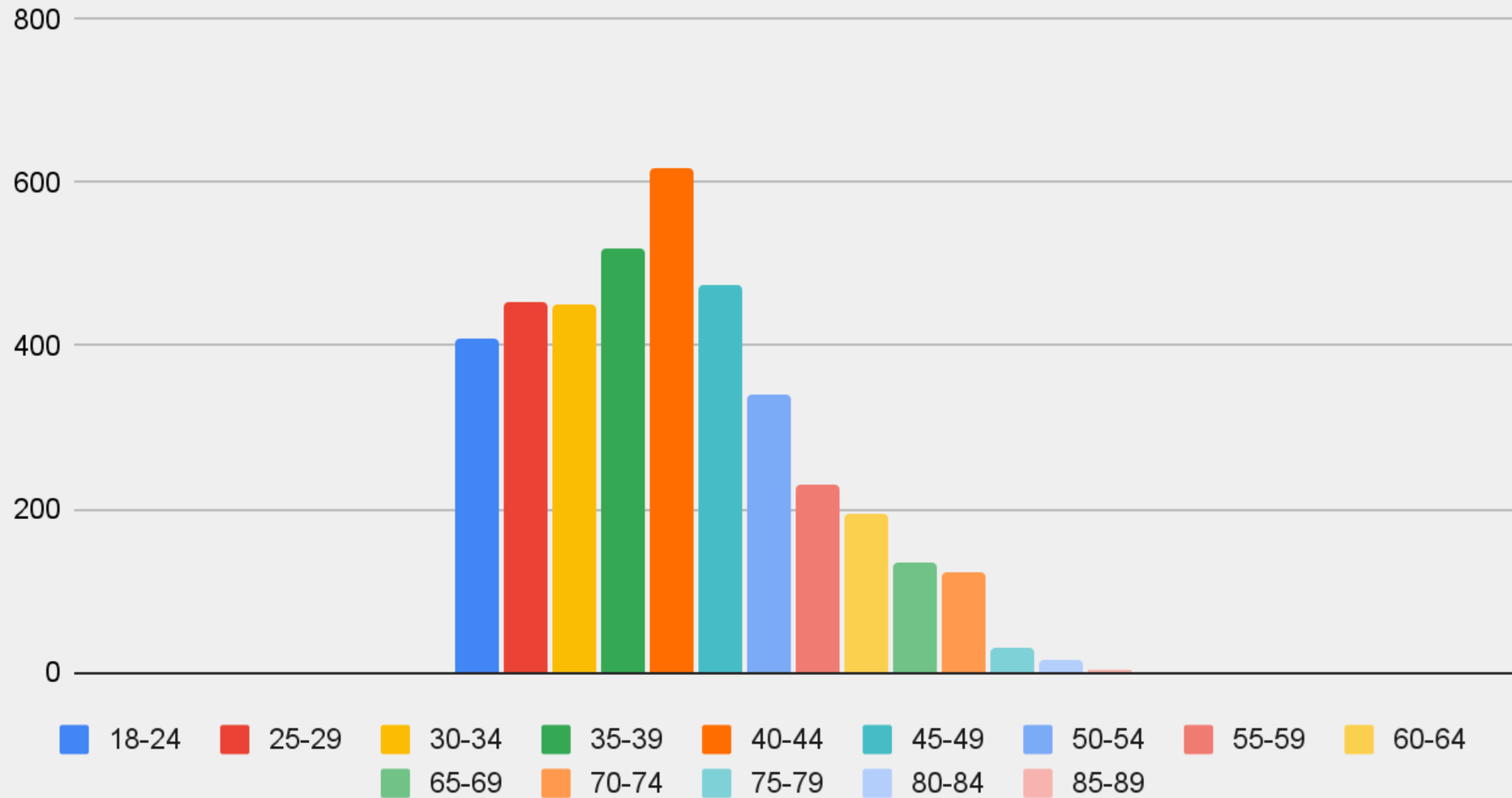
**Club Dues:  
\$85/summer**



# USMS Club



## Participation by Age - 5 years



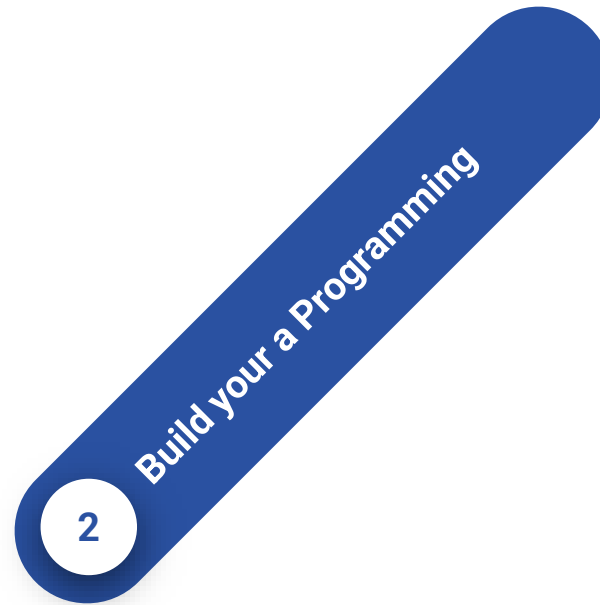


**Swimming Ahead**

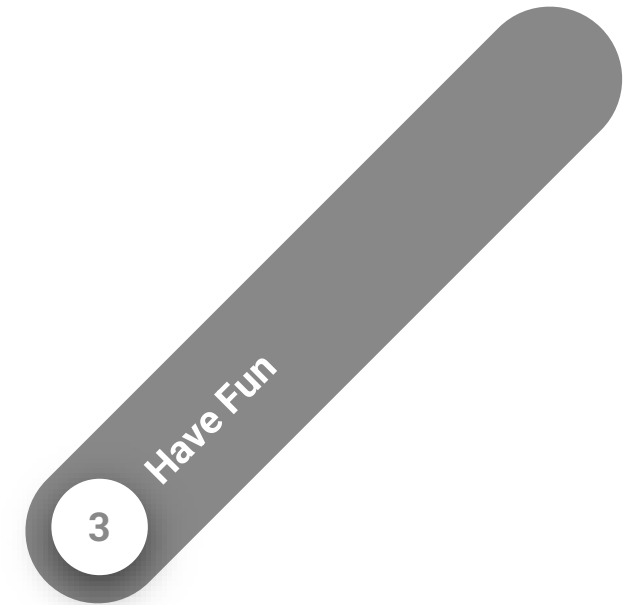
# Start a Grown-Up Team



Find your league & fill out  
"Form a Team"



Work with Grown-Up to  
recruit & build your Grown-  
Up Programming



- Get non-competitive swimmers to loosen up
- Recruit your Grown-Ups to year-round practices

# USMS Educational Initiatives: Courses & Clinics

- **Coach Certification:**
  - Level 1 online course + Zoom meeting
  - Levels 2 & 3 classroom courses
  - Level 4 portfolio application
- **“How-To” Clinic Course for Coaches**
  - Part 1 classroom, Part 2 pool deck
- **Swimmers Stroke Improvement Clinic**
  - Lead instructor + CCC coaches on deck
- **Adult Learn to Swim Certification Course**
  - Morning classroom, Afternoon pool
- **National Coaches Clinic**
  - Biennial, Friday-Sunday.



# USMS Boston Education Weekend

- Biennial – every 18 to 24 months
  - Five USMS courses & clinics
  - Saturday courses sequential, Sunday consecutive
  - LMSC board presence
  - Saturday dinner/social
- Coordinate with Club & Coach Services
  - Schedule
  - USMS expenses – classrooms, pool
  - LMSC expenses – course/travel subsidies, lunches, snacks
  - New England LMSC: \$8.9K in 2025, \$5.8K in 2023
  - Swimmer expenses – course registration, travel, meals



SCAN ME



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USMS Boston Education Weekend May 3-4, 2025	SATURDAY	SUNDAY	Prerequisite	Cost for NELMSC Members	Regular Price
Level 2 Coach Certification Course	Check-In 7:30am Class 8:00 to 11:45am		Level 1 Online	\$40	\$200
Lunch Provided Onsite	11:45am to 12:15pm			Included	Included
Level 3 Coach Certification Course	Check-In 11:45am Class 12:15pm to 4:00pm		Level 2 Same day OK	\$35	\$175
“How-To” Clinic Course for Coaches Part 1 Classroom (Part 2 required)	Check-In 4:00pm Class 4:15pm to 6:15pm		USMS Coach or ALTS Instructor Certification	\$12	\$60 or \$50 if USMS “designated” coach or ALTS instructor
Dinner Social at West Village Tavern	7:00pm		RSVP	As incurred	As incurred
“How-To” Clinic Course for Coaches Part 2 Pool Deck (Part 1 required)		Check-In: 8:00am Pool 8:30am to 1:00pm	CCC Part 1	See Part 1 above	See Part 1 above
Stroke Improvement Clinic for Swimmers		Check-In: 8:00am Pool 8:30am to 1:00pm	None	\$12	\$60
Adult-Learn-to-Swim Instructor Certification Course (includes lunch)		Check-In: 8:00am Class: 8:30am to 1:00pm Pool: 1:30pm to 3:00pm	None	\$50	\$250



# USMS Education Weekends: What's the ROI?

- Certification = knowledge & credibility
- Generates more USMS clubs? Probably not, but...
- Benefits swimmers and helps sustain clubs
- Strengthens USMS community and brand affinity
- Puts LMSC financial reserves to work
- Allows LMSCs to promote initiatives in person
- Enables direct member feedback
- Identifies/motivates prospective volunteers
- Creates USMS membership value organically



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# National Coaches Clinic: LMSC Scholarships

## LMSC Scholarship Examples

- Modest partial reimbursement for any member of LMSC who attends NCC
- Additional partial or full reimbursement for selected coaches

## Selected Coaches' Requirements

- Write two articles for LMSC newsletter
- Run a swimmers clinic
- Provide NCC photos/video to share on LMSC social media or website
- Support other NCC attendees' swimmers clinics

## How to Apply for Selected Coach Scholarships

- USMS-certified Level 2 coaches or higher
- Provide USMS membership # and short coaching bio
- Describe why you want to attend NCC and how/where you'll run a clinic

## LMSC Coaches Chair's Requirements

- Coordinate promotion of scholarships and review/award process
- Assemble subcommittee including CC to select scholarship recipients
- Attend NCC, adhere to the LMSC requirements, support other coaches' swimmers clinics



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# USMS Adult-Learn-to-Swim Program

- ALTS instructor certification course
- “Designated ALTS Instructor” add-on benefits
- ALTS lessons supported by local Masters team
- Why it matters:
  - Provides needed community service
  - Saves/changes lives
  - Raises team’s & USMS’s profile positively
  - Broadens team members’ aquatic experience
  - Fosters relationships and team unity
- April is Adult-Learn-to-Swim Month — free or discounted lessons
- ALTS Program Development Grants



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# USMS Memberships: Trial, Annual, and Try Masters Swimming

- **USMS 30-Day Trial Membership**
  - Liability insurance coverage
  - Swimmers trying out practices & ALTS students taking lessons.
  - Cannot swim in sanctioned meets.
  - One-time offer per person.
- **Try Masters Swimming**
  - Free practice at participating clubs.
- **USMS insurance coverage if 100% of participants in a pool or open water practice are annual/trial members.**



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# USMS Development Grant Programs

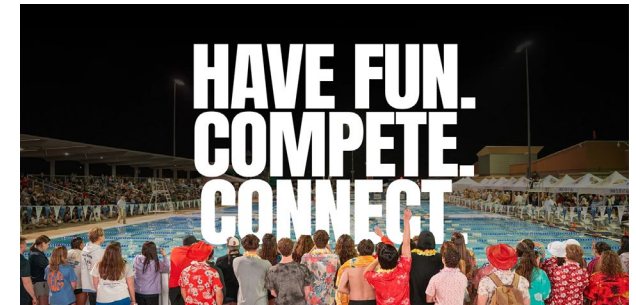
- USA Swimming Foundation ALTS Grant Program
  - ≤ \$5K for free or discounted adult lessons and pool/lane rental
  - 2026 grant application deadline: November 15, 2025
- USMS Club Development Grant Program
  - Typical grant \$1.5K to \$2K, up to \$5K with LMSC matching grant
  - Commitment to attaining USMS Gold Club designation
- USMS Event Development Grant Program
  - Financial and marketing support
  - Up to \$3K — usually half USMS, half LMSC
  - 100+ swimmer recurring or special events



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# What is College Club Swimming?

- How does the CCS mission align with USMS?
  - Love of the sport, competition, and community.
  - Student-run clubs, e-boards, budgets, practices, socials.
- How many clubs do you think CCS has this season?
  - **214 clubs**
- How many swimmers do you think CCS has this season?
  - **12,922 swimmers**







**Who is Faster?**



# New England CCS-USMS Meet

- Coed heats, upbeat music, high energy
- Co-hosted by NELMSC & URI Swim Club (meet beneficiary)
- URI provides meet format input, marketing support, volunteer recruitment, printing, and securing pool at favorable rate (2023)
- 2023 at URI
  - 365 swimmers (61% CCS, 39% USMS)
  - 9 CCS clubs, 21 USMS teams
- 2024 at BU
  - 387 swimmers (52% CCS, 48% USMS)
  - 12 CCS clubs, 36 USMS teams
- 2025 upcoming at BU
  - **Sold out: 475 swimmers** (55% CCS, 45% USMS)
  - 13 CCS clubs, 41 USMS teams



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# CCS-USMS Collaboration: Why should I care?

- Expose CCS swimmers to USMS while they're in college.
- CCS & USMS teams and leaders have different challenges and needs but can help each other.
- USMS benefits:
  - Access to pools, facility administrators, event volunteers, and prospective USMS club members.
  - CCS members attending USMS meets make events more viable, competitive, and diversified.
  - Exposure to younger generation's energy, perspective, and cultural trends.
- CCS benefits:
  - Access to well-run events, financial support, and USMS members' experience/mentorship.
  - Places to swim during breaks, summer, and after graduation.
- Mutual benefits: USMS members coach CCS practices and vice versa.
- Next step: Expose current/recent CCS members to LMSC governance.
- **CCS members are the next generation of USMS volunteers!**



# Breakout Group Exercise – 15 minutes

- Break out into 6 groups
- Brainstorm programmatic ideas to establish/grow each of the following in your LMSC:
  - Grown-Up Swimming (5 min)
  - Educational Initiatives and/or ALTS (5 min)
  - CCS-USMS Collaboration (5 min)
  - 2 groups at a time on each topic
- Session presenters move between groups





# Wrap-Up / Questions & Answers

**Don't be afraid to ask.  
If you're thinking it, someone else  
probably is too!**

# Next Steps / Call to Action

- Start a Grown-Up Swimming team or league.
- Budget and plan annual and biennial educational initiatives.
- Utilize Trial Memberships / Try Masters Swimming.
- Incorporate ALTS into your LMSC's or club's annual plan.
- Pursue CCS-USMS collaboration (meets, practices, mentorship, governance).
  - [Click here](#) to watch an upbeat 30-second meet reel.
- Consult national office staff about resources to support these initiatives.





**Next Up:**

**12:15pm-1:30pm**  
**Keynote**  
**(Box Lunch Provided)**  
**Salons A-E**

# Resources

- Grown-Up Swimming - <https://www.growupswimming.com>
- GUS SwimSwam Interview: <https://swimswam.com/grown-up-swimmings-brian-robbins-brings-the-fun-back-to-swimming/>
- Coach Central - <https://www.usms.org/coach-central>
- National Coaches Clinic - <https://www.usms.org/coach-central/national-coaches-clinic>
- Adult Learn to Swim Central - <https://www.usms.org/alts-central>
- Gold Club Designation - <https://www.usms.org/club-central/gold-club-designation>
- Adult-Learn-to-Swim Grant Program – <https://www.usms.org/alts-central/alts-grants>
- Club Development Grant Program - <https://www.usms.org/club-central/club-development-program>
- Event Development Grant Program - <https://www.usms.org/events/event-development-program>
- Combined CCS-USMS Meet Example – <https://bit.ly/ne-ccsusmsmeet25>
- College Club Swimming – <https://collegeclubswimming.com>





# **Thank You!**

**Slides, Resource Links & Panelist Bios  
will be posted on USMS website**

# Panelist Bios

**Brian Robbins** – A kid at heart, Brian is married with three kids of his own. He grew up swimming summer league in Atlanta and went on to swim in college at Georgia Tech, where he scored 12 points in dual meets in four years and was part of the team that won two Georgia Tech Swimming & Diving chili cookoff championships. After moving away from Atlanta, he later returned and got involved with the Atlanta Swim Association's kids summer swim league as a referee and announcer and later became the league director for an Atlanta adult swim league. This experience inspired him to form the Grown-Up Swimming league in Atlanta, which quickly grew in the Southeast. Aspirations of going national eventually led to the league coming under the umbrella of U.S. Masters Swimming and Brian becoming the full-time "Head Grown-Up" in charge of this fun, laid-back, adult summer swim league's operations and expansion.





# Panelist Bios

**Bill Meier** – Bill has coached age-group, high school, and college swimmers for over 30 years and has led the Simon's Rock PaceMakers Masters Team for most of that time. A lifelong water enthusiast, he has been an ocean lifeguard on Long Island, a college team captain, triathlete, surfer, and open water swimmer. As a program director and the former national director of SwimAmerica, Bill has helped thousands of people of all ages learn to swim. As a Red Cross trainer, he has certified nearly 1,000 lifeguards. Hired as aquatics director of the Kilpatrick Athletic Center in 1998, he oversaw all pool programming and later became athletic director. As board chair of the New England LMSC, he developed an adult-learn-to-swim program that became the foundation for USMS's ALTS Program and launched April is Adult Learn to Swim Month. A USMS lead instructor, he has trained more than 1,200 members to help adults overcome fear of water. Bill's honors include the USMS Dorothy Donnelly Service Award, Kerry O'Brien Coaches Award, and Fitness Education Award, plus the NELMSC Coach of the Year Award. His proudest achievements are his 38-year marriage to Maureen and their two children.



# Panelist Bios

**Onshalee Promchitmart** – Former club swimmer, officer, and president at University of Colorado - Boulder and current occasional swimmer for the Sarasota Sharks Masters. First introduced to USMS through the annual Buff Invite hosted by CU, a meet bringing local swimmers including USMS members and college swimmers together. She then became involved with the founding of College Club Swimming establishing a relationship between the organizations. Currently the manager for Events and Business Development for USMS, she helps oversee CCS and loves to watch it grow and evolve each season and bring Advisory Board members together and build lifelong friendships.



# Panelist Bios

**Douglas Sayles** – A former age-group and collegiate swimmer, Douglas joined USMS in 2009 and was first elected to the New England LMSC Board in 2012 as registrar. He served as NELMSC board chair and now serves as membership coordinator. A member of New England Masters Swim Club, Douglas helps administer SwimRI and is a USMS-certified Level 3 coach and Adult Learn-to-Swim instructor. He also directs regional championship meets, the New England College Club & Masters Swimming Meet, Swim Across America's Rhode Island Open Water Swim, and helps coordinate the biennial USMS Boston Education Weekend. Nationally, Douglas chairs the LMSC Development Committee and has chaired the Colonies Zone and served on the Legislation, Membership, and Governance Committees. He has presented at and helped plan the USMS Volunteer Relay and has been a member of the USMS House of Delegates since 2012. His honors include the USMS Ted Haartz Staff Appreciation Award, Dorothy Donnelly Service Award, NELMSC Distinguished Service Award, Contributor of the Year Award, and induction into the NELMSC Hall of Fame.



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# Panelist Bios

**Jason Weis** – Jason was part of the founding CCS Advisory Board and occasionally announces at the CCS National Championship meet. He began his involvement with USMS as the CCS Liaison for the New England LMSC upon graduating from Georgia Tech, subsequently served at the LMSC's sanctions chair, is the current NELMSC board chair, and serves on both the USMS Rules and Elections committees. Jason is the head coach of Boston University Masters Swim Team, the meet co-director of the annual New England College Club & Masters Swimming Meet, and enjoys fostering an inclusive, positive atmosphere on any pool deck he's on. He occasionally has time to swim his own workouts, which always keeps him in check when designing the next workout for his team.

