

How LMSCs Can Support Club Development

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RELAY2025
CLUB DEVELOPMENT
COACH SUPPORT
— KANSAS CITY —

Presenters



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Agenda

- Why do Clubs Succeed (or not)?
- Breakout Exercise: Small Group Discussion 1
- Elements to promote Club growth
- Breakout Exercise: Small Group Discussion 2
- Q&A / Wrap-Up Discussion
- Next Steps

- Resource Links
- Presenter Bios



Why do Clubs Succeed (or not)?

- Why do new clubs register?
- Why do some clubs fail?
- What role does the LMSC play?
- Who is the most important person at the pool?



Breakout Session 1 - 15 minutes

A new club is registered. What happens next?

- Small Groups of 4-6 people each
 - Introduce yourselves
 - Designate a note taker who will share out to the room
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- **A new club registers in your LMSC. What happens next?**
 - Discuss your questions, concerns, experiences and proposed solutions



Breakout Session Discussion

A new club is registered. What happens next?

- Welcome letter
- Visit them
- Take them for coffee
- Bring them a gift
 - Caps for their swimmers
 - Banner
 - SwimOutlet gift certificate



Breakout Session Discussion

A new club is registered. What happens next?

- Invite them to:
 - Your practice
 - LMSC annual meeting
 - LMSC swim meet championship
- Coach certification
- Offer to pay for their club renewal
- Help them build a relationship with the aquatic facility
- Succession planning
- Biannual check in. September most important month
- Use Calendly for office hours
- Send an annual survey asking for feedback



Elements to promote Club growth (from a Pacific LMSC perspective)

- Consistent monthly meetings
 - Promotes community and a place to ask questions/get advice
 - Social time
- Newsletter/Website
 - Promotes sharing of information to a large audience
- Tapping into experience of others
 - Mentoring capacity
 - Helping to build experience through assistance (SWAT concept)



Elements to promote Club growth (from a Pacific LMSC perspective)

- Use of demographic and event data
 - Discern where there might be “holes” in club activity
 - Tells a story on participation
- Financial assistance (if possible)
 - Offset new club costs
 - Offset new meet/event host costs
 - Non-monetary assistance




Breakout Session 2 - 15 minutes

Reimagine Club Development

- Small Groups of 4-6 people each
- Introduce yourselves
- Designate a note taker who will share out to the room

- **Wave the Magic Wand**
 - Your LMSC has unlimited resources (time, people, money)
 - Brainstorm ways you could promote new club development and/or maintenance
 - Prioritize ideas that could be executed
 - Draw a picture of what that would look like





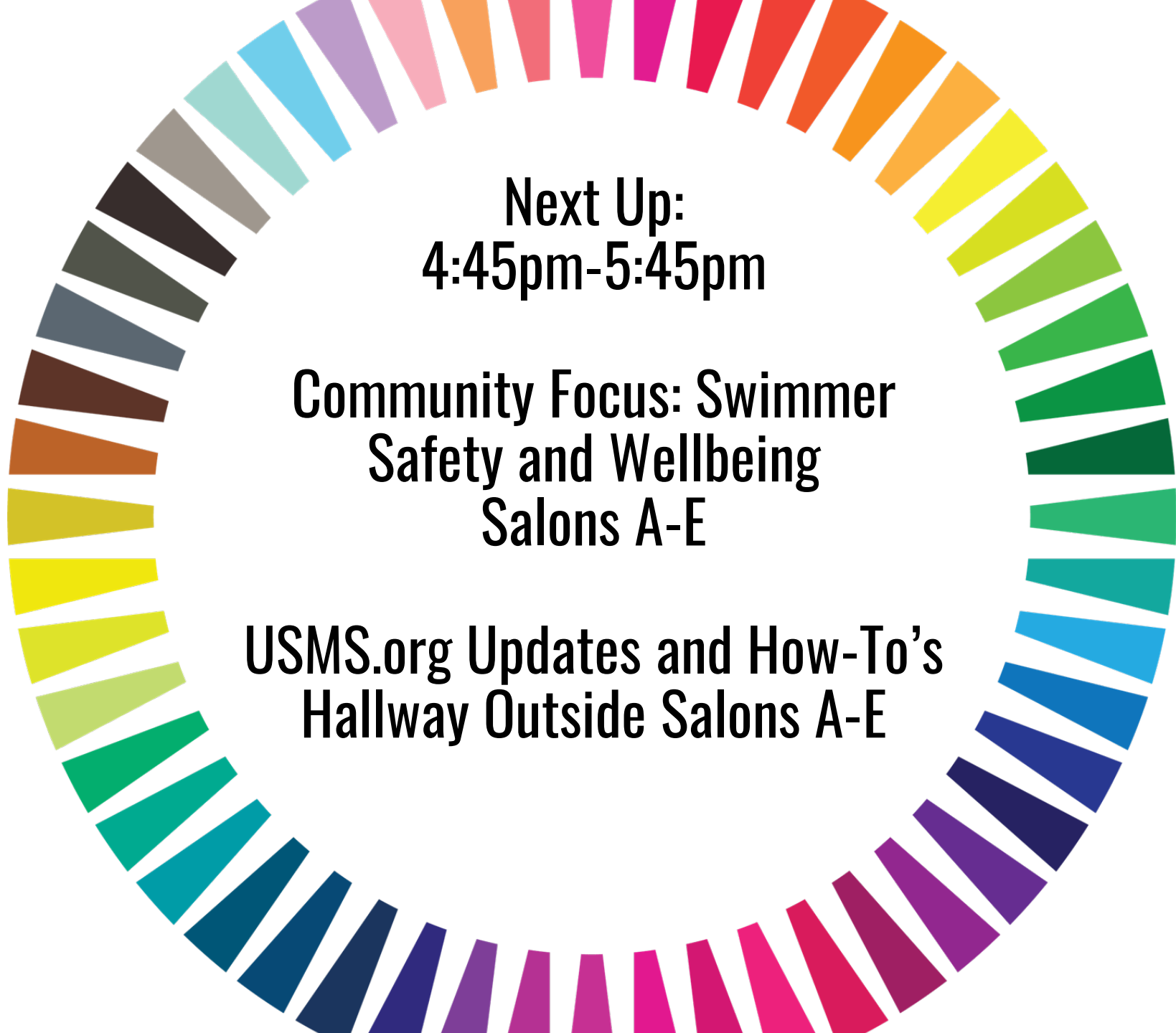
Wrap-Up / Questions & Answers

**Don't be afraid. Ask away.
(If you're thinking it, someone else
probably is too!)**

Next Steps / Call to Action

1. **Implement a plan to welcome new clubs**
2. **Implement a plan to understand the needs of your clubs**
3. **Use LMSC resources to help clubs succeed**
4. **Evaluate your performance**
5. **Recruit volunteers with passion and expertise to meet your mission**





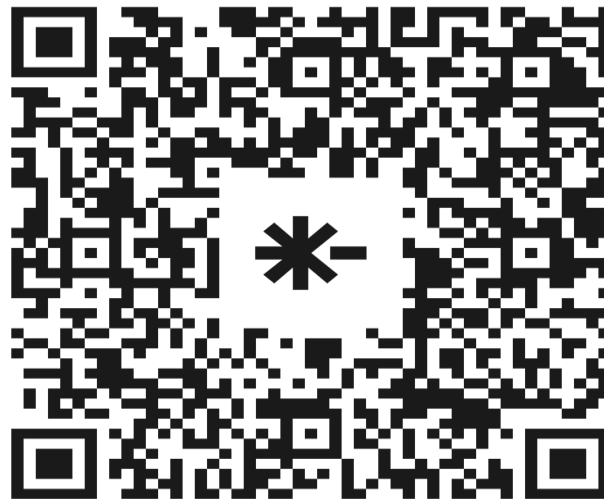
**Next Up:
4:45pm-5:45pm**

**Community Focus: Swimmer
Safety and Wellbeing
Salons A-E**

**USMS.org Updates and How-To's
Hallway Outside Salons A-E**

Resources

- Contact info for presenters
 - Ian – ianeking_roswell@hotmail.com
 - Bill – bbrenner@usmastersswimming.org



Session Leaders

- **Bill Brenner**— is the Sr. Director Club and Coach Development of U.S. Masters Swimming. He has over 40 years of experience coaching swimming at the age group, college and Masters levels. A USMS certified level 4 Masters coach, Bill has been involved in the evolution of the USMS Masters coach certification courses curricula and has taught hundreds of classes to thousands of Masters coaches. Bill established the USMS Adult learn-to-swim certification program and serves as an ALTS lead instructor. With the knowledge acquired from coaching 100's of Masters swim clinics over the years, Bill wrote the USMS Clinic Course for Coaches, teaching Masters coaches how to run a successful USMS stroke development clinic. Bill serves as an ambassador and advocate for USMS by visiting hundreds of existing clubs and workout groups, establishing new Masters programs, speaking at national aquatics conferences and maintaining relationships with strategic partners such as USA-Swimming, USA-Triathlon, Y-USA, LifeTime Fitness and the Kroc Centers. Prior to joining USMS as a staff member, Bill served USMS as a volunteer at the local and national levels. He has been a swim meet director, support team staff member and coach at the Sarasota Sharks Masters. Bill enjoys sharing his passion for swimming with others by encouraging adults to swim for life.
- **Ian King** - is the current Chair for Pacific LMSC and the National Compensation/Benefits Committee. He has been an active member of USMS for 15 years having served on several national committees as well as a brief stint as the Georgia LMSC Chair along with the Oceana Zone Chair for 2 years. His day job finds him working in national HR for a large healthcare company. Ian and his wife of 37 years live in Walnut Creek, California where he swims with the Walnut Creek Masters team. They have 2 grown married children, 2 grand cats and 1 grand dog.

