

LMSC Event Support Playbook

Practical ways LMSCs and clubs can build and promote sustainable events.

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Kenny Brisbin — Long Beach Grunions, Southern Pacific LMSC



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Presenters



Robin Smith

Vice Chair & Sanctions Chair, Southern Pacific LMSC

Leads SPMS Meet Operations and mentors new Pool & Open Water Event Directors

Former USMS Vice President of Programs and member of multiple USMS committees

15+ years of SPMS volunteer leadership, including Open Water, Fitness Education, and Meet Operations

USMS Level 3 Certified Coach & Certified ALTS Instructor; swims and coaches with Irvine Novaquatics Masters



Kenny Brisbin

Chair, Southern Pacific LMSC

Vice President of Community Services, U.S. Masters Swimming

Captain, Long Beach Grunions

Experienced Masters Meet Director and former SPMS Sanctions Chair

USMS volunteer leader supporting coaches, clubs, events, and LMSC development

Experienced Pool Event Director

Developed and supported new Masters meets, clinics, and community events

Works with clubs and event hosts on funding, facilities, promotion, and event growth



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Session Objectives

- Define what a sustainable Masters event looks like.
- Review practical ways LMSCs can support current and new events.
- Share ideas that other LMSCs can use in their own areas.
- Leave with one event opportunity and one practical next step.



What Do We Mean by “Sustainable”?

- A plan or idea strong enough to keep working over time.
- An event that can continue without using up its people, money, facilities, or other resources.
- Support today’s event needs without hurting the event’s ability to continue in the future.



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Three Event Situations to Support

- Establishing and maintaining an annual event.
- Creating a new pool or open water event.
- Helping first-time event hosts or directors with Masters or dual-sanctioned events.



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Identify the Opportunities

- Look for gaps in the local event calendar.
- Identify possible pools, open water venues, clubs, and new hosts.
- Talk with current hosts about what they need to continue or grow.
- Match event ideas with realistic local resources and support.



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How an LMSC Can Help

- Promote events through member emails, websites, social media, and local clubs.
- Connect hosts with officials, equipment, volunteers, and other local resources.
- Offer grants or other financial support when available.
- Help event directors solve problems before they become event-day problems.



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Support First-Time Event Directors

- Pair a first-time director with an experienced event director.
- Provide checklists, timelines, contacts, and other resources.
- Help explain the sanction or recognition process.
- Stay connected before, during, and after the event.



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Learn From Current Event Hosts

- Ask what is working and what is getting harder.
- Find out what support would make them want to host again.
- Look for ways to reduce the workload on one person or club.
- Use their experience to improve support for future hosts.



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Audience Discussion

- What is your LMSC currently doing to support event hosts?
- What has worked well?
- What could another LMSC copy or adapt?
- What support do your event hosts ask for most often?



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Exercise: Think About Your Area

- Choose a current pool/open water event or think about creating a new one.
- Use ideas from Relay sessions, conversations, and examples you have heard this weekend.
- Focus on something your LMSC could realistically help move forward.



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Exercise Questions

- How would you change or support a current pool or open water event?
- What new event would you like to see in your area, and how could your LMSC help make it happen?
- What kind of event would you like to host, and what would your first steps be?



Report Out

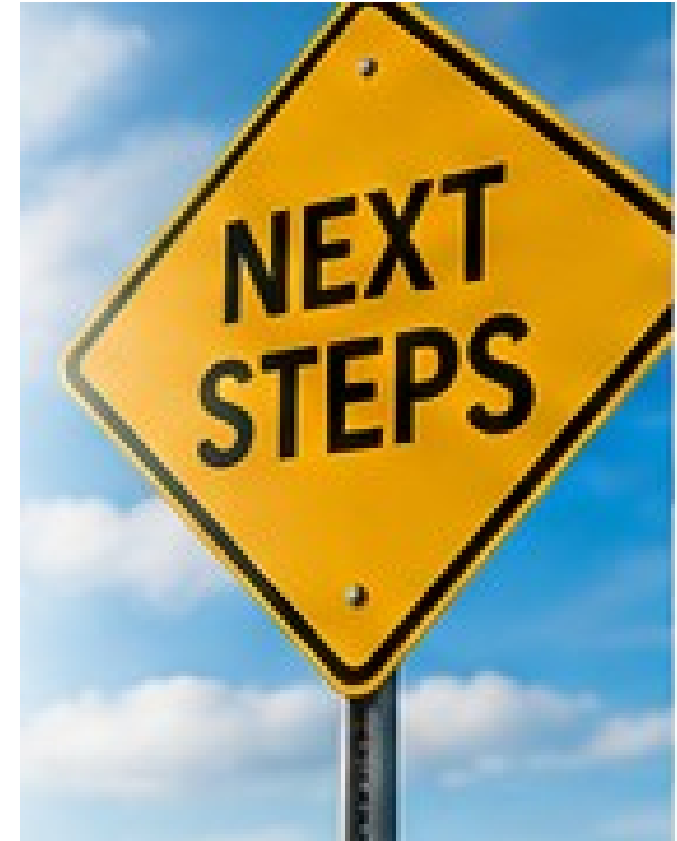
- Share one event idea or current event that needs help.
- What is one thing your LMSC could realistically do to support it?
- What resource, connection, or action would help move it forward?



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Next Steps

- Identify one event opportunity or current event that needs support.
- Choose one practical action your LMSC can take after Relay.
- Connect with the people who can help make that action happen.
- Keep the conversation going with your event hosts.



Resources & Backup Material

- Event director checklists.
- LMSC support checklists.
- USMS event, sanction, recognition, and hosting resources.
- Additional links and examples that LMSCs can adapt locally.



Questions & Discussion

- What questions do you have?
- What event challenge is your LMSC working through now?
- What idea from today could you take back to your LMSC?



LMSC Meet Director Planning & Support Checklist



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Thank You!

Slides, Resource Links, and
Panelist Bios will be posted
on the USMS website