



USMS 2026

**National Coaches
Clinic
&
Volunteer Relay**

Kickoff

Speakers



Ed Coates

USMS President

South Texas LMSC

Longhorn Aquatics



Aaron Schneider

Lead, 2026 NCC Planning

Southern LMSC

Head Coach, Riptide Masters



Crystie McGrail

USMS VP, Local Operations

Colorado LMSC

Longmont Colorado Masters



Dawson Hughes

USMS CEO

Florida LMSC

Sarasota Sharks Masters



Shokz

USMS Partner

<https://shokz.com>



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EVENT DEVELOPMENT
— DENVER —

The USMS Mission

Ed

Mission: Empower adults to improve their lives through swimming.

Vision: Foster a nationwide adult swimming community through lifelong fitness, competition, and education.

Values: Fitness, Camaraderie, Inclusion, Learning, Excellence, Competition, Fairness



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National Coaches Clinic

Aaron

Biennial professional development and networking event hosted by USMS specifically for Masters Swimming coaches.

- **Expert-Led Sessions**

- Presentations and educational tracks cover stroke technique, workout design, event economics, small versus large group coaching, and team-building.

- **Networking & Camaraderie**

- Held in conjunction with the Volunteer Relay to promote information sharing and community building among coaches and volunteers nationwide.

- **Practical Learning**

- Combines traditional classroom sessions with interactive discussions and on-deck practical exercises.



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Volunteer Relay

Crystie

Annual educational and networking event where USMS volunteers share best practices, tackle common challenges, and provide practical tools that can be applied at the local level.

- **Rotating theme**
 - Supports the priorities of USMS
 - Provides content variety
- **Interactive and educational**
 - Engages, equips and energizes volunteers
 - Includes presentations, Q&A, and group breakout exercises/discussions
- **Annual and in-person**
 - Fosters relationships and camaraderie
 - Opportunities to socialize and network



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Why is this meeting is called “Relay”?

- **Hand-off of information from one volunteer to another**
 - Just like passing a baton in a running Relay
- **Work together toward a common goal**
 - Just like a group of swimmers doing a medley relay
- **Group engages in a task for a fixed period, then is replaced by a similar group**
 - Just like our volunteer corps is reset each year
- **Gather and have fun as a team**
 - Just like swimming a relay at a meet!



Relay 2026: Event Development

- **Event types & innovation**
 - Competitive events, including pool, open water, championship, and mini meets.
 - Noncompetitive, educational (clinics, lessons), charity, and community-building events.
 - New event ideas and formats designed to grow participation and add pizzazz.
- **Planning & operations**
 - Event planning, budgeting, staffing, and promotion
 - Operations and safety
 - Working with hosts, venues, and beneficiaries
- **Sanctioning**
 - The sanction system, requirements, and best practices
 - Dual-sanctioned USMS/College Club Swimming and USMS/USA Swimming events
 - USMS event resources, programs, and policies
- **LMSC role**
 - How LMSCs can help organize, support, and grow events in their region



Participate. Interact. Follow through.

- **Relay & NCC presenters**
 - 50+ volunteers, event directors, coaches, officials, club leaders, staff, and VIPs.
 - Thank you for your time, energy, and expertise!
- **Participants, not observers**
 - Introduce yourself. Ask questions. Share your experiences and ideas. Have fun!
 - Breakout group note takers, provide your notes to the session coordinator or LMSC DC volunteer.
- **Post-Relay**
 - Complete the Relay attendee survey.
 - **Decide what ideas and best practices you, your LMSC, or your club will implement.**
 - Engage with volunteers and staff in the USMS Slack workspace at usmastersswimming.slack.com.
 - Access Relay presentations and materials on the Relay webpage.



Relay & NCC Planning Teams

Crystie

Relay Planning Volunteers

- Ian King & Douglas Sayles (Leads)
- Kenny Brisbin, VP Community Services
- Nicole Christensen, At-Large Director
- Alex McAnally
- Robin Smith

NCC Planning Volunteers

- Aaron Schneider (Lead)
- Kenny Brisbin, VP Community Services
- Molly Hoover
- Dr. Jim Miller
- Karyn Austin

USMS Planning Staff

- Meredith Buchanan
- Bethany Burchill
- Jay Eckert
- Dawson Hughes
- Onshalee Promchitmart
- Jessica Reilly



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NATIONAL SUPPORT FOR LOCAL IMPACT

Everything we do at the national level exists to give you the support and structure to serve adult swimmers where you are.



Club Development & Services

Grants, marketing, consulting, and hands-on support to start and grow clubs.



Knowledge Network

Training for coaches and volunteers — on deck and online.



National Governance

Modern process, policies, and best practices working behind you.



Local Governance & Support

Freeing your LMSC to focus on clubs, events, and members.



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EVENTS KEEP SWIMMERS SWIMMING

Roughly 75,000 adults swim with USMS — and it has never been just traditional membership.

~58,700

USMS Members

~10,000

College Club

~6,500

Grown-Up Swimming

~2,200

One-Event Registrations

Of everyone engaged, how many show up for an event?

35,000–40,000 participate in events

~75,000 total

About half already do more than their regular workout — and they are the swimmers most likely to be back next year.

Event development isn't only a traditional meet — it's any creative event that brings swimmers back.



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GROW THIS COMMUNITY

Together

Learn. Connect. Take it home.



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You keep swimming moving

National Coaches Clinic & Volunteer Relay





Sound made for the water

OpenSwim Pro

Open-ear bone conduction
headphones for swimming



Bluetooth on land



Stream from your phone.

MP3 in the water



Load audio before your swim.
Listen without your phone.



Meet us at the Shokz booth

Try OpenSwim Pro.
Tell us about your club.

After this session





We would love to learn from you

Scan the QR code and share your expertise.



Complete the short survey for a chance to win a pair of Shokz headphones. **Two respondents will be selected.**



Thank You!

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