

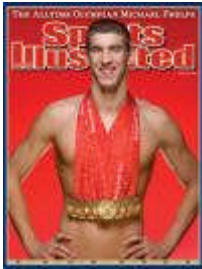


## CLUB DEVELOPMENT

usaswimming.org

Dear Coach,

1. Phelps Poster now on sale
2. Survey
3. How many Pools are there?



SI cover featuring Phelps released as poster

Sports Illustrated has announced that the magazine's Aug. 25, 2008 cover will be commissioned as a poster and will be available to a global audience.

"I have spoken at length about my desires to help grow the sport of swimming and I am truly honored that *Sports Illustrated* has chosen

To create this commemorative poster for fans across the U.S. and around the world," said Phelps. "I hope the poster will serve as a reminder to all that anything is possible."

The poster was released Monday by *Sports Illustrated* and can be found online at [fineartlimited.com](http://fineartlimited.com), or at 1.800.544.5239. Posters are 13x18 (\$15 + p&h) and 18x24 (\$19.95 + p&h).

Dear USA Swimming friends and families,

AT&T, a proud sponsor and supporter of USA Swimming, is conducting an online survey. AT&T is interested in feedback in regards to its brand and its [attblueroom.com](http://attblueroom.com) entertainment and informational site.

Please take a few minutes to complete this survey. AT&T will also mail you an incentive for completing their survey and will ask for your mailing address. Please note that AT&T respects your privacy and your information will be kept strictly confidential and will only be used for this survey's purpose.

Click here to begin: [www.ithinkinc.com/surveys/S120829.aspx?120829&type=3](http://www.ithinkinc.com/surveys/S120829.aspx?120829&type=3)

Thank you,  
Lindsay Goodson

**Lindsay Goodson**  
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This question is often asked and seldom answered with any consistency.  
The problem is that the information is always 4 years old because of our data collection methods.

**Question:** How many pools are there in the United States?

**Answer:** There are several surveys available which address the prevalence of pools, both commercial and residential, in the U.S.

Per the International Aquatic Foundation, there are millions of pools in the United States, most of them residential in nature.

The breakdown is listed below. Source: [www.iafh2o.org/IAF\\_Statistics.asp](http://www.iafh2o.org/IAF_Statistics.asp)

Number of Residential Inground Pools (as of year-end 2004): 4,544,000

Number of Residential Aboveground Pools: 3,535,000

Number of Residential Hot Tubs: 5,170,000

Number of Commercial Swimming Pools: 270,000

Percent of Residential Inground Pools with Diving Boards: 35.5%

Percent of Residential Inground Pools with Pool Alarms: 7.9%

Percent of Residential Inground Pools with Safety Covers: 24.9%

Percent of Residential Aboveground Pools with Pool Alarms: 2.8%

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*The material in this e-mail is provided for educational and informational purposes only and does not constitute a recommendation or endorsement with respect to any company or product. One of the objectives of the USA Swimming Coach's Blast e-mails is to make coaches aware of potential resources available.*

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**Check out USA Swimming's new Club Recognition program. Follow the blueprint to develop a strong, stable, financially sound and athletically productive organization. See [www.usaswimming.org/ClubRecognition](http://www.usaswimming.org/ClubRecognition)**