



CLUB DEVELOPMENT

usaswimming.org

Dear Coach,

1. A note from Chuck Wielgus
2. 990 explanations and help.
3. FINA Press Release on NEW SUITS
4. New Thinking about Volunteers from the Board Café site.
5. Speeding up the Board Recruitment Process.
6. Aquatic Exercise Assoc. educational opportunity.

To USA Swimming Staff, Board Members, Foundation Directors & Others:

The past ten days have been a difficult time for our sport, as we've had to stand by and watch the media and others pounce on the situation involving Michael Phelps. Fortunately, I think the worst is behind, though Michael will undoubtedly still have a few rough days ahead of him. The Sheriff in Richland County, South Carolina is apparently still looking into the matter, but I believe his efforts are driven by a desire to seize upon this situation as an opportunity to crack down on partying activities in and around the campus at the University of South Carolina. The timely re-emergence of baseball's steroid problems have now moved to page one in sports news, and spring training and March Madness will soon dominate the headlines.

The economic situation is also very much on my mind these days as I am continually trying to assess how USA Swimming could be impacted and how we can most wisely manage our finances and stay on track with our goals and objectives. Many of our sister NGB's are struggling. In fact, today's USA TODAY carried a lengthy story about the difficulties that several winter NGB's are having as they begin the homestretch toward next year's Winter Olympic Games in Vancouver. The U.S. Bobsled Team is only sending one men's team instead of two to the second half of the European competition season. USA Luge is reducing their staff, and U.S. Ski and Snowboard has levied a 10% across-the-board pay cut as well as layoffs. The USOC has lost three major sponsors: General Motors, Home Depot and Kellogg's. Times are tough ... and likely to get tougher.

Despite the cloud that hangs overhead right now, things here at USA Swimming are still looking fairly bright. All of our plans and programs are on track, and I do not foresee having to make any serious modifications in the months ahead. Still, I have asked each of our Division Directors to monitor all expenses closely and be diligent in finding cost-savings. We are having more regular Division Director meetings and we will be keeping closer tabs on all aspects of our business and operations. Likewise, we will also maintain close communications with the USOC and with our corporate partners to ensure that we are continually aware of what is happening around us.

And there is some good news to share:

- o We have reached agreement with Baker & Daniels Consulting and will begin to seriously explore several opportunities that might bring new funding support to our Make a Splash initiative.

- We have opened a dialogue with VERSUS to explore the potential for bringing television coverage to major open water events.
- The proposed 2009 Mutual of Omaha Duel in the Pool event has new life and we are now deep into negotiations to stage the event next December 19-20 in London, with Team USA competing against an all-star team from Great Britain, France and Russia. NBC is onboard and holding time for a December 26 broadcast.
- Progress continues with plans to establish a NCAA Swim Festival and raise the profile of the NCAA Championships.
- We have signed a Memorandum of Understanding with the Omaha Sports Commission that binds us into an exclusive negotiating period to work out the structure, budget and details for the 2012 U.S. Olympic Team Trials.
- Plans are well underway for the re-dedication of the USA Swimming headquarters building, which will take place in conjunction with the next USA Swimming board meeting in late April.
- Sponsor renewal negotiations with AT&T, Hilton Hotels and ConocoPhillips are all in a very good place and we are trying to bring closure to agreements and contracts.
- Our strategic planning retreat with leaders of the YMCA of the USA went very well and we are now engaged in moving forward with the development of a business plan and strategic partnership.

Respectfully submitted as a quick update.

Chuck

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We have had many questions about the new 990 rules in regards to not-for-profit teams. Attached are articles that will help to clarify the new rules. Below are two sections of the IRS website covering the not-for-profits.

<http://www.irs.gov/charities/nonprofits/index.html>

<http://www.irs.gov/charities/article/0..id=96103.00.html>

WHO SHOULD FILE WHAT FOR 2008 TAX YEAR.

From Boardsource.org

- *All 501© organizations (with minor exceptions) with annual gross receipts more than \$25,000 are required to file Form 990 or 990-EZ.*
 - *A shorter version of Form 990 –Form990-EZ – can be used by nonprofits whose gross receipts are more than \$25,000 but less than \$1 million. Total assets must be less than \$2.5 million.*
 - *Organizations whose gross receipts are normally \$25,000 or less are required to electronically submit Form 990-N, an easy-to-complete form that is known as the e-postcard.*
 - *The IRS is phasing in the new Form 990 series during a three-year transition period. During the transition, an organization's annual filing requirement will depend on its financial activity. See www.irs.gov/charities/article/0..id=184445.00.html*
 - *Private foundations should file Form 990-PF.*
 - *Organizations with unrelated business income should file Form 990-T.*
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PRESS RELEASE

N° 16/2009



MEETING BETWEEN FINA AND SWIMWEAR MANUFACTURERS

Lausanne (SUI), February 20, 2009 – FINA, represented by its Executive and Technical Swimming Commission, Legal, Coaches and Athletes Commissions' representatives, held today a meeting in Lausanne (SUI) with representatives of 16 swimwear manufacturers in order to examine amendments of the current 'FINA Requirements for Swimwear Approval'.

Based on FINA's proposals and contributions discussed at the meeting, the FINA Bureau at its meeting on March 12-14, 2009 in Dubai (UAE) will consider amendments which include:

- **DESIGN:** The swimsuit shall not cover the neck and shall not extend past the shoulders nor past the ankles;
- **MATERIAL:**
 - The material used shall have a maximum thickness of 1mm;
 - When used, the material shall follow the body shape;
 - The application of different materials shall not create air trapping effects;
- **BUOYANCY:** The swimsuit shall not have a buoyancy effect of more than 1 Newton (100gr);
- **CONSTRUCTION:** Any system providing external stimulation or influence of any form (e.g. pain reduction, chemical/medical substance release, electro-stimulation) is prohibited;
- **CUSTOMISATION:** All swimsuits of an approved model must be constructed in an identical fashion with no variation/modification for individual swimmers from the samples submitted for approval;
- **USE:** The swimmer can only wear one swimsuit at a time;
- **CONTROL:** FINA will establish its own independent control/testing programme. Scientific testing will be conducted by a team led by Prof. Jan-Anders Manson, from the Swiss Federal Institute of Technology (EPFL) and Laboratory of Polymer and Composite Technology;
- **APPROVAL:** Swimwear manufacturers will be able to make submissions for approval of swimsuits until March 31, 2009.

In a further step, rules applicable from January 1, 2010 will also be examined by the Bureau.

One of the main aspects to be considered is the limitation of the use of non-permeable material.

"FINA has studied this matter very carefully, and together with all interested parties and the scientific expertise of EPFL, we have reached the best possible result.

"With these amendments, FINA shows that it continues to monitor the evolution of the sport's equipment with the main objective of keeping the integrity of sport. While we need to remain open to evolution, the most important factors must be the athletes' preparation and physical condition on achieving their performances", considered FINA President Mustapha Larfaoui.

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New Thinking and Talking About Volunteers 2.15.09

February 14, 2009 - [Email](#)

"Men don't volunteer as much as women do," or so says conventional wisdom. But [Susan Ellis](#) counters: "Men volunteer a lot; they're just not called volunteers. They're called coaches and firemen!"



With new waves of stimulus package volunteers and retirement-age volunteers coming down the road, it's even more urgent that we change the way we talk -- and think -- about volunteers.

Old language (often said in apologetic tone): "We have only a few staff, so we have to rely on volunteers." New language: "Because we have so many volunteers, we don't need more than a few staff."

Old: "Our volunteers help us [staff] so much!" gushes a nonprofit staff person. New: "Volunteers help the patients so much!"

Old: "We have a couple of volunteers who help with the newsletter," said the director of a nonprofit legal services organization, adding, "Oh yeah! And some pro bono attorneys." New: "Our organization is lucky to have pro bono attorneys, pro bono writers, and pro bono graphics and layout staff."

Old: "We have 25 staff and 175 volunteers," said a museum director starting a speech. New: "We have 200 staff, of whom 175 are volunteers and 25 are paid."

To quote Susan Ellis again: "**Paul Revere** made his living as a silversmith. But he's remembered for what he did as a volunteer."

If you're a volunteer (messenger, revolutionary, American hero like Paul), print out this article and give it to the volunteers and staff you work with. Let's change not only the world, but the way we talk about it. -- Jan Masaoka

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Speeding up the Board Recruitment Process.

<http://www.blueavocado.org/node/281>



MANSFIELD, CT

*Enhance Your Education March 28-29, 2009
Early Bird Deadline is February 28, 2009*

Quick Links

[Online Registration](#)

[AEA Website Info](#)

[Email Inquiry](#)

We invite you to join with AEA in celebrating 25 years as the leader in aquatic fitness and encourage you to explore the world of water, vertically speaking! AEA is proud of our position as the leading health and wellness organization to specifically target aquatic fitness through worldwide education and certification!

Saturday, March 28 - AEA Certification

7:30 am-3:30 pm - AEA AFP Practical & Skill Applications Review

\$65 Early Bird AEA Member \$105 Late and/or Non-Member

CECs: AEA 7.0*, AFAA 4.0, NATA-BOC 5.0

A hands-on workshop designed to reinforce the AEA Online Prep Course. This review targets practical applications and instructor skills sometimes difficult to master through reading or distance learning. If you are already AEA Certified, this is a great refresher course and you can earn CECs. You will automatically receive the Course Outline when registering online for the AFP Review.

4:00 pm-6:15 pm - Aquatic Fitness Professional Certification Examination

\$145 Early Bird AEA Member \$145 Late and/or Non-Member

\$65 Exam Retake (Includes AFP Review)

Increase your credentials & career opportunities with the world's most recognized Aquatic Fitness Certification. This 100-question multiple choice and true/false exam is designed to test the standard level of theoretical and practical competence and skill for aquatic fitness professionals.

*AEA CECs issued ONLY to individuals who are currently AEA Aquatic Fitness Professional Certified and are not issued to those sitting for the certification examination.

Sunday, March 29 - Educational Program

8:00 am-1:00 pm - Aquatic Sport, Function & Performance

\$79 Early Bird AEA Member \$119 Late and/or Non-Member

CECs: AEA 5.0, AFAA 4.0, NATA-BOC 5.0

Put the 'fun' back into function through creative and carefully developed aquatic exercise. Whether designing aquatic programs for the professional athlete, the "armchair" athlete, or somewhere in between, this interactive workshop will provide numerous options for improving performance. The focus is on formatting for optimum efficiency in relation to a variety of student goals: sports related, recreational activity, or daily function. Consider participant goals, muscle involvement & equipment interaction, and movement patterns to improve performance and enhance exercise retention at any level of activity or sport. Great for group exercise or personal training!

Your Weekend Presenter

Seth Snider-Copley is the owner of BodyCentric LLC, a mind/body wellness company specializing in comprehensive fitness and wellness programs for corporations and individuals. She is an Exercise Physiologist and Kinesiotherapist specializing in aquatic and land based sports conditioning and re-education for orthopedic injuries for the US Ski Team and other elite athletes. She is co-author of Couch Potato's Guide to Fitness and Commercial Break, tune in and tone up five minutes at a time.



If you have any questions, please feel free to contact:

Shana Sarchet, AEA Weekend Events Manager
shana@aeawave.com
888.232.9283 extension 217

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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