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**Subject:** USA Swimming BLAST - July 19, 2010

**Date:** Mon, Jul 19, 2010 7:26 pm



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You can't put a limit on anything. The more you dream, the farther you get.

[Michael Phelps](#)

Dear Coach,

Exciting news as come our way with Marriott International Hotels being names the OFFICIAL Hotel of USA Swimming. There is a dedicated location on USA Swimming to start scheduling your room needs. Debbie Hesse of USA Diving has been named the new Executive Director of the USA Swimming Foundation. She will begin her new duties November 15. Welcome Debbie.

Best of luck with all of you as the Championship Season has begun!!!

Go USA Swimming

1. USA Swimming Announces Marriott International as the Official Hotel of USA Swimming.
2. USA Swimming Foundation names Debbie Hesse as Executive Director - Starts November 15



## Marriott Dives in – Becomes Official Hotel Sponsor of USA Swimming

**COLORADO SPRINGS, Colo.** –Marriott International is diving in as the official hotel sponsor of USA Swimming, the national governing body of swimming in the United States. As part of the sponsorship, Marriott will provide USA Swimming's 300,000 members with special member benefits, and USA Swimming will make Marriott brands its preferred



hotels for all events. USA Swimming members can also make reservations through a customized travel portal located at [www.usaswimming.org/travel](http://www.usaswimming.org/travel).

Hotel industry data shows that leisure and personal travel is one of the fastest growing market segments. This sponsorship will enable Marriott to increase weekend bookings when occupancy is typically lower and grow market share by attracting traveling swim teams and their families.

Marriott expects this relationship will also increase the likelihood that these families will choose Marriott hotels for their vacations and weekend getaways. And, with nearly all Marriott hotels offering indoor or outdoor pools, these guests can still get in their swim practice on the road, or have some fun and relax in the water.

“Sponsoring a sports organization like USA Swimming is a fantastic opportunity for Marriott,” said Joanna Todd, vice president, global partnerships and promotions, Marriott International. “This sponsorship gives us great visibility in a new market of hundreds of thousands of swimmers, which should help us gain a great deal of revenue and weekend room nights, while providing these athletes and their families with Marriott’s high-level of service and accommodations.”

As part of the agreement, Marriott properties will also serve as the official headquarters hotels for key USA Swimming events, such as national-level championship swim meets and meetings. Marriott properties will host the USA Swimming Foundation’s annual red carpet awards ceremony, the Golden Goggle Awards, with the 2010 gala scheduled for the Marriott Marquis in New York. Additionally, Marriott properties will be the hotel of choice for the USA Swimming National Team.

In addition, a percentage of every stay booked through the member travel portal will benefit the USA Swimming Foundation’s Make a Splash initiative. Make a Splash is a national, child-focused water safety initiative that aims to provide the opportunity for every child to learn to swim. Each year, Marriott will match those dollars to provide free or low cost

swimming lessons.

“This partnership provides value to the heart of USA Swimming’s membership, which is swimming families across the nation. It will also have a real impact on the USA Swimming Foundation’s efforts to save lives through learn-to-swim,” said USA Swimming Chief Marketing Officer Matt Farrell. “Marriott is a world-class brand that offers unparalleled service for its guests, and we look forward to working together to promote the sport of swimming nationally and at the local level.”

USA Swimming members may begin to book travel through Marriott immediately at the dedicated web portal [usaswimming.org/travel](http://usaswimming.org/travel) to start putting dollars toward swim lessons for children through the Make a Splash initiative. The dollars will be distributed through the Make a Splash Local Partner Program, which includes providers in 42 states.



### **USA Swimming Foundation Names Debbie Hesse as Executive Director** *Hesse to Join Organization in the Fall*

COLORADO SPRINGS, Colo. – The USA Swimming Foundation today announced that current USA Diving President and CEO **Debbie Hesse** will be named Executive Director of the USA Swimming Foundation, effective November 15, 2010. As the Foundation’s Executive Director, Debbie will lead the Foundation’s staff and will work extensively on the Foundation’s national child-focused, water-safety initiative, Make a Splash, and on raising funds to support the U.S. National Team.

“Debbie brings incredible character, stature and expertise to the USA Swimming Foundation,” said USA Swimming Executive Director **Chuck Wielgus**, “She brings an impressive record of success in so many areas, and I could not ask for a more qualified, enthusiastic and dedicated individual to lead the USA Swimming Foundation as it continues to grow and

reach communities across the nation.”

Hesse will be charged with advancing the Foundation’s mission to expand the sport of swimming. She will focus on growing its annual fund campaign, endowment and promotional programs including the Make a Splash initiative, and will work to raise funds to support the U.S. National Team. Hesse will also work extensively on the Golden Goggle Awards, the red-carpet event which honors the best performances in American Swimming each year.

Hesse, who will join USA Swimming from USA Diving, brings 25 years of experience in fundraising, marketing, strategic planning, public relations, non-profit management and volunteer leadership. In her time at USA Diving, membership increased by 21 percent and the organization more than doubled sponsorship and broadcast revenues, including signing the largest sponsorship agreement in its history. In the pool, USA Diving saw a resurgence in international success, earning the best results since the 1980s.

Hesse’s Olympic experience also includes serving as Executive Director of USA Synchronized Swimming, where she increased the annual budget by more than 250% in seven years, driven primarily by dramatic corporate partner revenue growth.

Hesse previously served as president/CEO of Special Olympics Indiana where she led fundraising efforts and strategic planning, which included launching a new marketing and brand identity as well as several online initiatives.

As a competitive swimmer, Hesse competed for Texas A&M where she co-captained the swim team.

Debbie is married to Mark Hesse, an aquatics director and swimming coach. She and Mark have two daughters – Gabriella (11) and Hannah (8).

### **About USA Swimming**

As the National Governing Body for competitive swimming in the United States, USA Swimming formulates the rules, implements policies and procedures, conducts national championships,

disseminates safety and sports medicine information and selects athletes to represent the United States in international competition. USA Swimming has more than 300,000 members nationwide and sanctions more than 7,000 events each year. For more information, visit [www.usaswimming.org](http://www.usaswimming.org).

### **About USA Swimming Foundation**

The USA Swimming Foundation was established in 2004 with the purpose of using the sport of swimming to improve lives and make communities stronger. The Foundation focuses its resources in three main areas: making children safer in and around the water to reduce drowning; encouraging diversity in the sport of swimming; and using swimming to promote a healthy lifestyle to combat issues such as childhood obesity. The USA Swimming Foundation is the premier charitable organization that supports the sport of swimming in the United States from grassroots to gold medals and is recognized as a national leadership organization for promoting water safety. It is the Foundation's ongoing goal to teach every child in America how to swim. To help, to donate or for information: [www.swimfoundation.org](http://www.swimfoundation.org)

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