

From: USA Swimming <pclark@usaswimming.org>

Subject: USA Swimming BLAST - July 27, 2010

Date: Tue, Jul 27, 2010 3:46 pm



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"Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are."

-John Wooden

Dear Coach,

Below is the table of contents for this USA Swimming BLAST. Big events are coming up to watch and enjoy. The Broadcast Schedule and link are below. BMW joins the list of great Partnerships with USA Swimming. Good luck in the coming weeks of Championships and Fast Swimming!
GO USA Swimming!

1. Broadcast Schedules for upcoming USA MEETS!
2. USA Swimming Announces a new Partnership with BMW
3. Build A Pool at ASCA World Coaches Clinic - Sept. 4, 2010
4. Build A Pool at Eastern States Coaches Clinic - Oct. 15, 2010
5. USA Swimming's Top 100 SC and LC Age Group Times
6. Swimnetwork has created a new Widget.

USA Swimming has a number of broadcast / webcast events coming up this summer.

Along with our national broadcasts on NBC and Universal, Swimnetwork.com will also webcast our top summer events, including Junior Nationals and Junior Pan Pacs.

To set your DVR, be sure to visit the TV/Webcast page on usaswimming.org, located here:



<http://www.usaswimming.org/DesktopDefault.aspx?TabId=1447&Alias=Rainbow&Lang=en-US>

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USOC & USA Swimming Announce Six-Year Partnership with BMW

COLORADO SPRINGS, Colo. - The USOC, USA Swimming and BMW Group announced today that BMW will be the Official Mobility Partner of the USOC and USA Swimming from now through 2016. BMW Group will also be the Official Mobility Partner of USA Bobsled & Skeleton, US Speedskating and USA Track & Field.

Jack Pitney, Vice President of Marketing for BMW of North America; USOC Chief Marketing Officer **Lisa Baird**; and short track speedskater **Apolo Anton Ohno**, the most decorated U.S. winter Olympian of all time, were all in New York City to make the partnership announcement on Monday, July 26.

This multi-million dollar agreement goes beyond financial support to also provide the USOC with fundraising opportunities and the four individual NGBs with BMW Group technical expertise. BMW Group will use its experts, deep technology base and facilities to help the Olympic and Paralympic Teams improve their training and performance. An example of this has been the company's work with BMW ORACLE Racing to improve its performance. BMW Group's expertise in light weight construction and aerodynamics helped the BMW Oracle Racing Team design a technically advanced yacht that won the America's Cup sailing competition this year.

"As a company dedicated to joy, performance and efficiency, BMW Group is a fitting partner for the USOC, whose mission of achieving sustained competitive excellence and inspiring Americans dovetails perfectly with our own values," Pitney said. "It is important to us to add substantive value to a partnership that is more than just a financial sponsorship. We are excited to share our resources, which include some of the world's leading engineers and technology experts and an enthusiastic owner and dealer community, with U.S. Olympic and Paralympic athletes over the next six years."

Pitney revealed that BMW Group will also raise awareness for the Olympic Movement by supporting cause-related efforts to

generate additional funds to support the training of Olympic and Paralympic hopefuls.

"BMW is a premier, powerful brand that is recognized for competitive excellence and dynamic performance, just like our U.S. Olympic and Paralympic Teams," said USOC Chief Executive Officer **Scott Blackmun** . "Joining together these performance-driven organizations will provide a tremendous asset to America's top athletes while providing the unique value of investing in the U.S. Olympic and Paralympic Teams. We thank BMW Group for providing this tremendous funding for our athletes and, through future activation, keeping the Olympic spirit burning bright."

BMW Group (including BMW, MINI and BMW Motorrad) will be the Official Mobility Partner of the USOC, as well as the 2012, 2014 and 2016 U.S. Olympic and Paralympic Teams, and the 2011 and 2015 U.S. Pan American and Parapan American Teams. BMW Group will develop exclusive programs to support Team USA and will have a presence at the three Olympic Training Centers. These facilities welcome America's top athletes to live and train among the nation's best, including bobsled and skeleton sliders, speedskaters, swimmers, and track & field standouts.

BMW Group will also have a presence at the major events of the four NGBs, beginning with the USA Swimming National Championships Aug. 3-7, 2010, in Irvine, Calif. BMW Group's sponsorship of USA Bobsled & Skeleton, US Speedskating, USA Swimming and USA Track & Field will include support for coaching and training programs, as well as increasing awareness of the NGBs and their athletes.

"Sponsors are critical to the success of Team USA," Ohno said. "What's truly unique about BMW is their willingness to go beyond financial assistance and make available their engineers and technology experts to work with Team USA athletes and try to enhance their training programs."

BMW has a long standing commitment - globally and in the U.S. - to performance-driven sports. Within Motorsports, BMW of North America is currently campaigning the M3 GT2 in the American Le Mans Series. BMW of North America is also the title sponsor of the BMW Championship, the third tournament in the PGA TOUR Playoffs for the Fed Ex Cup. The BMW ORACLE Racing Team recently won the America's

Cup, bringing the trophy back to American soil for the first time in more than a decade. BMW Group also has a long standing commitment to the Olympic Movement. BMW played an active role in the 1972 Olympic Games in Munich, the home of BMW Group. In 1996, BMW Group was a sponsor of the Atlanta Olympic Games and U.S. Olympic Team. Now with two years to go until the London Olympic Games, BMW UK is proud to be the Automotive Partner and a Sustainability Partner of London 2012. Pitney revealed that BMW Group will also raise awareness for the Olympic Movement by supporting cause-related efforts to generate additional funds to support the training of Olympic and Paralympic hopefuls.

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IT IS NOW TIME TO REGISTER FOR THE

Build a Pool Conference being held in conjunction with ASCA
World Clinic

Click on

[http://www.usaswimming.org/DesktopDefault.aspx?
TabId=1748&Alias=Rainbow&Lang=en-US](http://www.usaswimming.org/DesktopDefault.aspx?TabId=1748&Alias=Rainbow&Lang=en-US)

to go to the site to register for the Build a Pool Conference
being held in Indianapolis

**YOU CAN REGISTER FOR THE OCTOBER 15TH BUILD A POOL
CONFERENCE**

Build a Pool Conference being held in conjunction
with the Eastern Coaches Swim Clinic.

Click on:

[http://www.usaswimming.org/DesktopDefault.aspx?
TabId=1748&Alias=Rainbow&Lang=en-US](http://www.usaswimming.org/DesktopDefault.aspx?TabId=1748&Alias=Rainbow&Lang=en-US)

to go to the site to register for the Build a Pool
Conference being held in Cherry Hill, New Jersey

The following is an update to the All Time Top 100 Age Group
Times, both lcn and scy lists. This is posted on the website in
the following area:

[http://www.usaswimming.org/DesktopDefault.aspx?
TabId=1487&Alias=Rainbow&Lang=en](http://www.usaswimming.org/DesktopDefault.aspx?TabId=1487&Alias=Rainbow&Lang=en)

Please note two things. First, these are working documents.
Updates occur all the time. Secondly, at the top of each chart
of "guideline" times to get added to this lists. This might be a
helpful tool in working with your Athletes.

USA Swimming Club Webmasters-

Swimnetwork has created a new widget that allows you to
have get all of Swimnetwork's content delivered directly to
your site! For instructions and more information on how to
install please click here -

<http://www.swimnetwork.com/Promotions/Widget.aspx>

As an added bonus, if you install the widget and send us an
image to contests@swimnetwork.com you will be entered to
win an **ipad** from Swimnetwork!!

Team Unify users:

