

**From:** USA Swimming <pclark@usaswimming.org>

**Subject:** USA Swimming BLAST! May 18, 2010

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## TABLE OF CONTENTS

"Ladies and gentleman, we are all members of America's Swimming team. Take good care of our sport. You know to me what that means is that we always treat each other with respect." Richard Quick

Dear Coach

It is very exciting news that USA Swimming's website will have a new look starting on Wednesday, May 19. Please note that our current site will be unavailable Tuesday night, May 18 from 6 until midnight, mountain standard time.

Get your team involved with this summers Splash BASH. What a great team event and a chance to bring in new boys and girls to your program!

GO USA Swimming!

1. USA Swimming will launch a brand new website on Wednesday, May 19.
2. Splash BASH is back!
3. 2 LSC's earn LEAP level 1.
4. 2010 Can-AM Native American Swimming Championships.




USASwimming will launch a brand new website on Wednesday, May 19. The new [www.usaswimming.org](http://www.usaswimming.org) will feature a radically revamped design, vastly improved navigation and an abundance of video features. The website will also continue to offer training resources, event information, unique content and times for our 300,000 members.

The new USASwimming.org aims to help our members take advantage of USA Swimming's many programs and services. From tips and training tools to help swimmers improve to comprehensive educational and developmental resources for coaches and officials and helpful information for parents, USASwimming.org aims to serve as a robust member benefit.

To prepare to launch the new site, USASwimming.org will be unavailable the evening of Tuesday, May 18. The site is expected to be unavailable between 6 p.m.-midnight.

The new website was designed by Denver-based Faction Media and is supported by Statera, Inc.




## The Splash Bash is Back!

Hosting a Splash Bash party will help you use the excitement of the Mutual of Omaha Pan Pacific Championships to assist you in your recruiting efforts. The events will be broadcast on NBC. USA Swimming will provide party kits that will help you host the ultimate watch party!

If you are interested in hosting a party for your club. Click here to sign up! [splashbash2010.com](http://splashbash2010.com)

Make use of your USA Swimming team members and coaches to spread the word about swimming to prospective members by hosting a Splash Bash! You will be provided with all the tools to make the viewing party great with a party host kit! It'll be the perfect platform to tell their friends/team members about how to get involved in USA Swimming and encourage swim team sign ups!

Kits will include games, prizes, giveaways and decorations. There will be a fully dedicated website for hosts and a sweepstakes micro site for your attendees! All materials will be developed to enhance the event and to assist in your recruiting efforts.



### **LEAP: LSC Effectiveness and Achievement Program**

Improving LSC Effectiveness is one of five major priorities of USA Swimming's 2009-2012 Business Plan. The goal is to have LSCs become more effective and efficient in providing programs and services to the athletes, coaches, officials and clubs in their area. Key strategies include evaluating and redefining LSC roles, responsibilities and priorities and recognizing top performing LSCs.

Midwestern Swimming and Niagara Swimming are the most recent LSCs to earn LEAP Level 1 status. Congratulations to all the volunteers in Midwestern and Niagara who contributed to the

successful completion of this project. They join Illinois, Indiana, Maryland, Middle Atlantic, North Carolina, Pacific Northwest, and Virginia as LEAP Level 1 LSCs and Lake Erie who has earned LEAP Level 2 status.

[Click here for further information about LEAP](#)

2010 CAN-AM Native American Swimming Championship  
June 26-27, 2010  
Hardin, Montana, USA

Montana Swimming and the Montana Age Group Committee have created a swimming meet open to all Native American, American Indian, First Nation, and Alaska Native swimmers from Canada and the United States ages ten and under through adult.

Invitation Letter: <http://montana.usswim.net/meets/2010-1c/tempfiles/Invitation%20Letter.pdf>

Meet Information: [http://montana.usswim.net/meets/2010-1c/2010\\_CAN-AM Native American Swim Championships contract.pdf](http://montana.usswim.net/meets/2010-1c/2010_CAN-AM_Native_American_Swim_Championships_contract.pdf)

For more information, go to the Montana Swimming website at <http://montana.usswim.net>

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**USA Swimming's 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)**

*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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