

USMS Relay 2025 - Club Development and Coach Support

October 24-26, 2025 - Paul Morris

Technology Tools for Coaches

Speakers: Bill Brenner

Bill went over the high-tech tools for coaches including smart watches and goggles:

- One was ON FORM to get metrics of heart rate and swim straight technology for open water.
- EO Labs has a stroke path measured on a small device handheld that shows which way the hand is facing while you're swimming.
- Zygo has headphones for real-time communication you can put where under your cap or over it and uses a Bluetooth speaker for the swimmer for hearing his coach which cost about \$339.
- There's also something called SONR coach.
- Coaches should use voice amplifiers for hearing the coaches on deck.
- P2H2 company out of Berkeley sells a \$5,000 device for analyzing the underwater dolphin kick or the 5th stroke it sets up graphs for speeds of kick and reaction time to analyze for the best underwater dolphin time for 15 m.
- DMX7 is an electronic resistance training cord that replaces buckets cords and parachutes and sells for about \$250.
- Swim nerd is a Bluetooth pace clock which runs about \$800 and can connect to your mobile phone.
- They're also breakthroughs in AI which can write specific workouts if you ask your phone. We took a breakout session to have Gemini or other AI programs to write specific workouts. There are other video analysis programs like *on form* or *dart fish* or *go swim* that you can use to analyze swimmer's video.

Swimmer Video Analysis Demo

Speakers: Mel Goldstein

Mel went over how to raise funds by running a clinic using video analysis and a computer system that attracts new swimmers. The equipment needed was an iPhone, a video analysis program such as On Form with your computer, a GoPro with a charger, and a telescopic pole. He gets the sign-ups online for each person's video collection which should only take about 10 minutes per stroke and the swimmer can do all four strokes if they paid for it, in about twice as much time. He had them all sign a waiver for the video to be recorded. It took about 15 minutes of voice over analysis per stroke afterwards by coaches, who were paid, and put in a narrative for what drills the swimmers would have to do to correct mistakes. Using the GoPro helps because it has an ultrawide setting on it for underwater and you don't have to be following the swimmer so closely. He also emphasized the need to be positive and show what good things they're doing in online audio analysis first and then what to correct. In the end he would send an invite to the recording to the customer about 5 days later with the coach's analysis and they could watch it for themselves. The good thing about *On Form* is it doesn't need the customer to be a subscriber to view it. He told the coaches to start off with a compliment before they say what was wrong with their stroke each time

USMS 301 for Experienced Volunteers

Speakers: Kenny Brisbin, Robin Smith, Crystie McGrail, Ed Coates

The first session was called USMS experienced volunteer possibilities. We covered the USMS board and how it fits underneath the US aquatic sports which includes artistic swimming, water polo, and USA swimming. The house of delegates is under the USMS board and zones and the LSMCs are underneath that. The National office with the CEO has 16 staff and contracts contractors. Robin Smith is the VP of programs and has the championships committee, long distance races committee, and officials committee. Christy McGrail is the VP of local operations covering history, LMSC development committee, and the recognition committee. Kenny Brisbin is the VP of Community Service and has a coaches committee, diversity and inclusion committees. The Treasurer has six board committees: audit, finances, investments, compensation and benefits committee and elections committee.

Relay 2025 Kickoff and Overview of Various Club Models

Speakers: Ed Coates, Tom Moore, Ed Tsuzuki, Jason Weis, Kenny Brisbin

We went over the different various club models for supporting coaches and club development. Crystie McGrail detailed information about Lane Mate and how to connect swimmers.

Tom Moore from Minnesota discussed how we have 40 presenters for the conference and all the sessions and everything will be published online on the web page. He discussed some of the most common challenges for clubs like places to swim and hiring coaches. The main goals for communities are communications, finances, fun, fitness, competition, and building community outside workouts.

They were six different size clubs analyzed from everything from under 10 members all the way up to thousands of members with the medium sizes from 26 to 80 members. The different models for USMS clubs are coached owned, team owned, community centers or other facility owned.

Kenny Brisbane went over the Long Beach grunions 200 member plus Club which is all volunteers and member-owned. They run four pools which have 10 roles for the organization and eight coaches. The organization includes a membership coordinator for new members, a social media member for internet posts, a finance volunteer who pays the pool contracts and coaches. And a communication person for texting out updates and emails.

Ed Suzuki went over his New Jersey Somerset YMCA program with 250 members. He requires all members to have USMS membership. They always have a USMS certified coach on deck and have a head coach & 12 assistants. They run four pools; he gives swag to volunteers. They compete with lap swimmers about the water temperature, compete with the club team for lane time, and they presently have no social media coordinator.

Jason Weiss went over his Boston University Masters where he is head coach. They have 100 members and swim in five of the 15 lanes at the Boston University pool. They have an atypical distribution with 40% of the swimmers who are 18 to 30 years old and a smaller group of 35 to 55-year-olds. The composition is about 50/50 swimmers who want fitness versus competitive swimmers and triathletes. Aaron Schneider went over his 77-member club he owns called the Riptide Masters in downtown New Orleans. It comprises 26% of the LMSC. He and Steven Kernian are co-owners and pay five contract coaches. He leases pool time at the University of New Orleans and St Martin's Episcopal School. The workouts run 75 to 90 minutes and can go up as high as 6,000 yards during that time for 11 workouts a week.

Jeff Commings went over his 62 member Dolphins at the Desert Club and the lessons Academy. He gets five of the six lanes at a Country Club. 70% are fitness swimmers and 30% competitive swimmers, triathletes, and open water swimmers. He even has a wait list for working out in this club.

[Club Operations - Finances and Staffing](#)

Speakers: Aaron Schneider, Kenny Brisbin

Kenny and Aaron reviewed their clubs again to describe the various board managed clubs the coach manage clubs or the facility manage clubs. They went over the different sources of revenue versus expenses to create a budget for their clubs. They also talked about having a team store online to increase revenue, sponsorship by putting the sponsors logo on equipment closing caps and holding clinics. They also talked about how the LSMC would provide \$500 to clubs to help run meets, but that all had to be part of revenue for the Club.

Aaron talked about paying \$5 per lane hour to rent pools and \$40 per hour for the whole six-lane pool. He must pay benefits to coaches for travel to Nationals, for tax preparation, training equipment, lifeguards, meet timers, and pool rent. All members must be USMS members to swim in the meets. His only insurance is for the board which is \$1,000 per year. They even have an annual appreciation banquet for all the team members, and the expense is about \$15,000 including awards to coaches. He also tries to give scholarships to college there. It's a rule for all the coaches to also swim the workouts.

[Club Operations - Marketing](#)

Speakers: Kenny Brisbin, Celia Wolff

Marketing includes the newsletters, the website social media, and promote "Try Masters". Community outreach includes social media suggestions like making food at the end of the triathlons to promote the team, Food Bank volunteers and putting up a banner. March in the parade, water stands at marathons, volunteer for triathlons at which some Iron Man events they get paid. Partner with YMCA's, Rec centers, and other Community facility owners, Support health clinics and fairs.

Communications and team building include everyone getting WhatsApp applications on as the group needs to have better encryption and easier to share pics. They have to help some older people download the app. They make sure they can recognize all the swimmer volunteers and coaches with awards, in a pattern like the National awards such as swimmer of the month. They want to keep volunteers engaged with clear roles and good appreciation. We can order a banner for the club on USMS website and swag to give new people a bag full of the swag when they join the team. You can use Canva as a design tool for social media. It is a free application for all non-profits. You should track all who join the team.

We did breakouts and defined ways to market the team to help it grow. One was to change things on the website so you attract more screen hits. We also could try to get Gold Club status which would put us higher on the search list on the web near the top. [The things you have to do to be a Gold Club is to commit to Try Masters, all coaches must be USMS Certified, run at least one virtual event during the year, and display USMS on your web page.](#)

[USMS Marketing Initiatives](#)

Speakers: Kyle Deery

He went over the insignia for USMS brands. Lane Mate, a subscriber service, debuts soon and includes all the digital USMS benefits; it has a separate website and annual or monthly dues. College Club Swimming is worded over the blue wave. Grown-up swimming or GUS is the goggle logo. A new

USMS product is video analysis for \$110 or free for USMS Plus members, also training plans for seventeen different workout goals which replaces the old workout online system. Swim.com supplies monthly challenges and all you do is link that account to USMS sign in and it's free.

We did a personal building exercise to market a specific demographic. We went over different marketing tools such as contact marketing, social media, video storytelling on posts, email, paid ads, and partnerships. The exercise was to create a storyboard for that persona. The key was to make a 15-second storyboard or describe it in x number of clips.

After Lunch:

Jeff Commings was awarded a certification for Level 4 coaching and was just the newest to get the Level 4 certification. This level also includes a lot of volunteering at both National and LSMCs committees.

Bill Meier what's awarded the Coach of the Year award for 2025. He is from Simon Rock Pacemakers in the New England LSMC. He had free swimming lessons there and open water swimming in lakes. He was the original person to start an ALTS program.

[How LMSCs Can Support Club Development](#)

Speakers: Bill Brenner, Ian King

We went over what to do when a new club registers in your LSMC. We suggest the following:

- Bring the president of the new club to the USMS Relay.
- Visit the new club president in person and with a welcome letter.
- Have the clinic for the new team.
- Also bring a national office clinic. Bring swags caps banners and gift certificates to the new club.
- Invite their swimmers to your practices.
- Make sure they have succession planning for coaches and presents.
- Help them out with renewals.
- And send them annual surveys.

Evidently not many LSMCs have consistent monthly committee meetings for all members and swimmers. Ian's had 30 to 35 attend each from his large LSMC. LSMCs should have an interactive website, good mentoring, and help out new clubs with costs.

[Recruiting and Training Club Volunteers](#)

Speakers: John King, Mike Kerr

John King has a Walnut Creek all-volunteer program of 430 members in a 50m pool with six workouts each day. The need for volunteers is to run meets welcome to members and other events. Most volunteers don't know the expectations about time and what to do such as a timer takes up just one part of the day and treasure may be for the full year. So, recruit for more specific roles and don't overload the person which prevents burnout. Also prevent those people who want to keep taking on more roles which would lead to burn out. Mike Kerr from the Chicago Smelts is a coach and he has recruited 10 volunteers from each workout location to serve as welcome committee members.

Volunteers should be recruited from those swimmers in plain sight from your members of the workout group. There are five steps to bring in volunteers: they are: recruiting, onboarding, engagement, appreciation, and retention. Onboarding should be done personally and with written expectations, so they know if they need to say no. To avoid the fear of being alone, new volunteers should engage with the whole committee and be helped by experienced members. Appreciation should be made immediately on them accepting the position, and later during events like dinners and end of the year

celebrations. All this should be recorded and followed up to see what the retention rates of volunteers are. If there is a loss of a volunteer, then you need to go back and see if all of the five steps were followed for that person and determine if you've been doing your job on these five steps. Types of roles for volunteers can also be social media presence, types of administration, and event volunteers. If volunteers leave their role, it should be left open until it is filled by another person not just assigned to someone else that is volunteering for different roles.

[USMS Coach and Club Resources](#)

Speakers: Bill Brenner, Ian King

You can find all the education sources in club and Coach Central at the bottom of the USMS website. There's also a Building a Successful Swim Program guide that people rarely use but is one of the most useful documents. The types of education are coach certification for levels I, II, and III, clinic courses for coaches which shows how to conduct a USMS drill clinic, and there's the USMS National Coaches Clinic that is held on even years.

Other sources of stroke technique education are in the Streamlines newsletter, the Swimmer magazine, in community forums, and the peer-to-peer community on Discord, which is a social media app that you have to download to be in on this communication.

If you are starting a Club be sure to download the code of conduct template which is a very valuable resource.

[Relay 2025 Wrap Up & Call to Action](#)

Speakers: Ed Coates, Tom Moore, Crystie McGrail

During the wrap up the people at the conference broke up into groups to talk about what makes a good coach in their program according to what type of management the Club has. Coaches are the front line of effort for the clubs and should be rewarded for their work.

[NEW MEET SANCTIONING SYSTEM](#)

Speaker: Jessica Reilly, Business Manager

I stayed after the closing wrap up was over to listen to Jessica who showed a new meet sanctioning system, which might be out by January 2026, but they want to make sure it's complete before launching it. This will be a completely new dashboard which emails the event chairs to sanction. The whole process will go through this one login, including locating measured pools. Three databases for pool locations will be combined and loaded onto this one portal. There are four tags involved with planning, which are the following: 1. Pending event, 2. Edits needed, 3. View events, and 4. Complete. All entries into calendar events must be for sanctioned events, so you can't just add any event onto the calendars. You can have a Calendar listing but the Events Director will keep E-mailing you to upgrade it to a sanctioned event after 14 days, for you to upgrade to a sanctioned event. You can add 'Other events' such as clinics, fun relays, open water, and other events which are sanctioned by other governing bodies. The tutorial to come out should be really easy, since this is a very streamlined process, but you must have the Meet announcement for information in hand to start. We will not be able to enter sanctioned events less than 3 days before the event happens.

[END]