

MACA School features four of the best!

SANTA CLARA- The MACA Coaching School preceding the USMS Short Course Nationals featured four of the most outstanding Masters Coaches in the world. Mike Collins, Bonnie Adair, Jim Miller and Scott Rabalais (pictured clockwise from upper left) each gave entertaining, educational and enlightening presentations. Coach George Bole of St. Petersburg Masters was also scheduled to speak, but was unfortunately not able to attend.

The Coaching School opened with MACA President Brian Stack speaking about the organization and MACA Certification for Masters Coaches. Brian explained the process and encouraged new coaches to get involved.

The first speaker of the day was 1990 USMS Coach of the Year Mike Collins of the UCLA Bruin Masters. Mike presented a discussion called "Zero to 2000- Bringing Non-Swimmers up to Speed in Your Program".

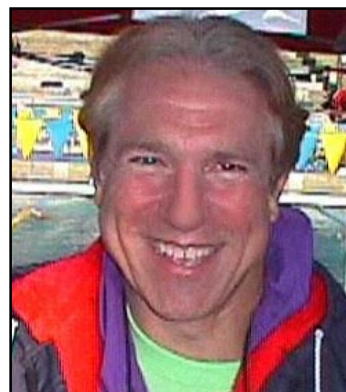
He opened with a general assessment of prospective Masters swimmers, saying they are "often intimidated by the term 'Masters'." He urged coaches to "treat these people well at the beginning," and offered some advice about how to help new swimmers. During his presentation, he advised coaches to build confidence, encourage, compliment and congratulate swimmers often. Most importantly coaches must teach them.

Mike led the group downstairs to the pool, where he demonstrated his outstanding teaching style with two local swimmers. He commented, "You have to teach them how to do the drills. Ask them a lot of questions. Ask how they're feeling. Ask if they understand. Sometimes they're afraid to ask." He continued the presentation by leading the two swimmers through a progression of balance drills extracted from Terry Laughlin's Total Immersion. It was a superb demonstration of a sequential drill progression geared toward new swimmers. Mike wrapped-up his presentation with one more important piece of advice for coaches who have new swimmers. "Try to develop their friendship with other people in the pool."

1997 USMS Coach of the Year Bonnie Adair of Southern California Aquatics (SCAQ) followed Mike Collins with a presentation called "Coaching the Spectrum". During this presentation, Bonnie examined three questions: 1) "What do you do when you have a pool full of 50-60 swimmers?", 2) "How do you coach them well in the same workout?" and 3) "How do you coordinate it all?"

Bonnie described how her coaching style has evolved from being an intense national level swimmer to coaching large groups of diverse swimmers together. Her approach acknowledges three of the most essential concepts for Masters swimmers: stroke technique, socialization and fitness. Bonnie offered several different ways to coordinate the group, such as: 8 swims on a 2:00 interval. She commented, "As the coach, you are the director of all the traffic out there."

She advised coaches to "try to spend at least 5 minutes on each lane when you have a larger group" and offered a definitive statement about how to keep swimmers motivated during workouts: "Swimming fast in workout is contagious." She also offered advice about how to respond





PROMOTION

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MACA Lifetime Achievement Award

The Masters Aquatic Coaches Association (MACA) is accepting nominations for its Lifetime Achievement Award, to be presented at the ASCA Convention in San Diego in September. The award honors exceptional dedication and service as a Masters coach.

Here are the nomination criteria:

- 1) Recipients must have a minimum service of ten years in the Masters coaching field.
- 2) The nomination letter must be submitted by a member of MACA. For MACA membership inquiries, contact Don Mehl at (915) 581-5626 or donmehl@aol.com. Additionally, a maximum of two letters of support may be submitted by anyone with the nomination letter. Each letter is limited to one typed page.
- 3) A maximum of one award shall be presented per year. However, it shall not be necessary to present an award every year.
- 4) All nominations must be received by July 15. Please submit nomination materials by regular mail to Scott Rabalais at address below.
- 5) The selection of the award recipient will be made by a five-member MACA subcommittee appointed by the current MACA president, who may be a member of the committee. Coaches who are nominated for the award may not serve on the committee.

To nominate a deserving coach or for further information, contact:

Scott Rabalais
3537 Christina Ave.
Baton Rouge, LA 70820
Ph/FAX (504)766-5937
E-mail: scottrabalais@compuserve.com

USMS Long Distance Championships

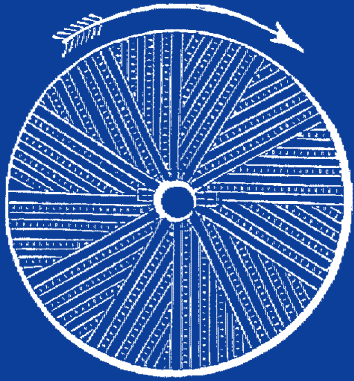
Here are some of the upcoming events on the USMS Long Distance Calendar. For additional information about Long Distance, please visit the USMS Web Site, <http://www.usms.org>

5/15/99-9/30/99 1999 USMS 5 & 10 K Postal Championship PST-LD; Jane Moore, 1867 58th St NE, Tacoma, WA 98422-1517, 253-925-0803, weswim@mindspring.com; Sanctioned by PNA LMSC #993606; Entry deadline 10/10/99

7/10/99 1999 USMS 2-Mile Cable Championship - Charlottesville, VA OW; Beth Waters, 1301 Pritchard Ter, Richmond, VA 23235, 804-276-5229; Joyce Mullins, 804-323-0483, 804-323-9020(fax), mullpost@ix.netcom.com; Sanctioned by VA LMSC #129-0005; Entry deadline 6/24/99

7/17/99 1999 USMS 1-Mile Open Water Championship - Seal Beach, CA OW; Patricia McKane, 1205 Catalina Ave, Seal Beach, CA 90740, 562-596-8021, pmckane@jps.net; Seal Beach Swim Club, 562-430-1092; Sanctioned by SP LMSC #339-052; Pre-entry & Deck-entry

8/1/99 1999 USMS 2-Mile Open Water Championship - Cleveland, OH OW; Debbie Ross, 4089 Orangewood Dr, Orange, OH 44122, 216-831-4772, DRoss4089@aol.com; Maureen Koss, Koss7521athome@juno.com; www.usms.org/longdist/ldnats99/2mientry.pdf; Sanctioned by LE LMSC #18-080199-OWS; Entry deadline 7/26/99



Miller wins Ransom Arthur

Dr. Jim Miller of Virginia Masters is the 1999 recipient of the Ransom J. Arthur Award. The Ransom Arthur Award is the most prestigious award presented by United States Masters Swimming. This award is given in honor of Captain Ransom J. Arthur, M.D., who by his sacrifice, perseverance and dedication to improving the health of adults through swimming, established the Masters swimming program in the United States. The award is bestowed annually upon a person who, in the opinion of his or her peers among the membership, has made significant contributions to the goals and objectives of Masters swimming.

Dr. Jim Miller is the first USMS Coach of the Year to win the award. In 1986, Miller was also the first Coach to be recognized as USMS Coach of the Year. In 1972, he graduated from the University of Virginia with a B.A. in Chemistry/Psychology. He finished Medical School at Virginia in 1977 with an M.D. Jim is currently President of the Family Practice Specialists of Richmond and Medical Director of the Riverside Wellness and Fitness Center in Briarwood, Richmond, Virginia. He is formerly Vice President and Coaches Committee Chairman of United States Masters Swimming, and currently Chairman of the Sports Medicine Committee. In 1998, Jim was one of two coaches selected to lead the first USMS Altitude Training Camp in Colorado Springs. Congratulations, Jim, and thank-you for providing such outstanding leadership!

Green Team, part 2

The Colonies Zone Championship for Short Course Yards featured the second group of Coaches ever to participate in the regional On-Deck Coaching Program. Colonies Zone Coordinator Chris Colburn of the Delaware Swim Team Old Dawgs sent a favorable report about the meet, held at the magnificent new facility in College Park, Maryland. The five participating coaches included: Jim Miller and Nancy Miller of Virginia Masters, Cathy Copeland of Garden State Masters, Bridget Hoppe of Delaware Swim Team and Colburn. "I'm really glad we could provide this service to the swimmers," says Colburn. The Zone committee approved continuing the ODC at future championships after seeing it in action. Special thanks to Colonies Zone Chairman Lynn Hazelwood for taking an active role in bringing On-Deck Coaching to the Zone Championship. Hazelwood added, "Everyone at the Zone Meeting thought the on-deck coaching was worth doing. I do too."

Masters Coach Wanted

The Cy-Fair Cy-Clones, a competitive Masters Team located in northwest Houston, Texas is looking for a Masters coach. The Cy-Clones work out (1 1/2 hours) in the evenings 4 to 5 nights a week in a local highschool pool during short course season and their outdoor 50 Meter pool during the summer. The Cy-Clones are part of the Cy-Fair Swim Club. If interested please contact Susan Holland at (713) 937-1944, or send e-mail to: swimfast@worldnet.att.net for more information.

Election Dates / Deadlines

The following list of dates outlines the timeline for our 1999 MACA Election. Additional details appear on page 4:

- 7/20:** Officer Nominations due
- 8/1:** Nominations announced
- 9/20:** Campaign statements due
- 10/1:** Campaign statements published
- 11/20:** All Votes due
- 12/1:** New Officers announced

Johnson Hired at UCI

Lucy Johnson has recently been hired as Head Masters Coach at the the University of California, Irvine. UCI has just completed (opened April 1) a new 65-meter by 25-yard pool, with a bulkhead that can be set at 25 yards, 25 meters, 30 meters and 50 meters. When the pool is set-up for 50 meters, there are still 5 short course lanes for warm-up and warm-down. The UCI Masters program is a part of the overall Swimming and Diving program for the University, and as Coach, Johnson is an employee of the Athletic Department. UCI is hosting the Southern Pacific long course championships here in early August, and looking forward to a fast meet in the new pool. Check out the club's web site:

<http://www.swim.uci.edu>

Some ideas for the 5K / 10K

New MACA member Rick Davis of Sawtooth Masters has set up a time at the West Family YMCA & Boise City Aquatics Center for the 5K / 10K Postal Championships. It's June 27, 1999 at 7:00 am. It is the same weekend as Boise's River Festival. It'd be a great time for people to come to Boise and participate in one of the Nation's greatest festivals and swim in a Postal Championship. You can't beat that.

The Mt. Hood Masters of Oregon LMSC are planning to hold an evening 5K / 10K swim under the stars. Check the Oregon Masters web site for details:

<http://www.swimoregon.org>

"making the rounds"

"making the rounds" features news and announcements. We are always looking for new material, so if you have announcements, news or pictures, please send them to:

MACA NEWS
Bill Volckening, Editor
370 NW Island Circle #B5
Beaverton, Oregon 97006

A Letter from the President

Hello MACA members,

On Saturday, May 15th at The USMS SC Championships in Santa Clara California, the MACA members present had a meeting. The main focus of said meeting was to establish a procedure for the election of a new MACA President. In the past, MACA Presidents were elected by a vote of the members on hand at the MACA meeting at SC Championships. Often a small, but dedicated group (the meeting at Nationals happened at 6AM on Saturday!). This time around, I'd like to involve more of the membership in selecting the top office. Toward this end, MACA News Editor Bill Volckening and I put together a plan to hold MACA elections through this newsletter. Nancy Miller from the Virginia LMSC will serve as Nominations Chair for this election. The offices available for prospective nominees are: President and President Elect. The office of President Elect will act as Vice President during the term of the elected President and move into the office of President at the end of the President's term (one year). The serving President will then move to the office of Past President to remain in an advisory capacity. We established this form of succession to insure smooth transitions for the offices and support for the officers. Nominations are open until the publication of our next MACA News. If you would like to propose a nomination, please contact:



Brian Stack enjoys the sun and the fast swimming at USMS Short Course Nationals in Santa Clara

**Nancy Miller
60 Bellona Arsenal
Midlothian VA
23113**

e-mail: nancymillr@aol.com

Please include a brief resume of your proposed candidate. Nominations will be announced in the August/September newsletter. In the October/November newsletter, we'll allow each candidate to publish a campaign statement. At that point we will begin voting by mail. The deadline for voting will be the publication date of the December newsletter, which will include the results of the election. Publication date of newsletters and election deadlines can be found in this newsletter.

Traditionally other members of the Executive Committee have been Volunteers. I am pleased to report that both Don Mehl as Membership Chair and Steve Schofield as Treasurer have agreed to stay on in their offices. Steve and Don are the folks who keep track of everything. I am also pleased to report that our Newsletter Editor has agreed to produce this fine newsletter on into the future. Those three positions are critical to the success of this organization, and deserve our thanks and appreciation.

It has been an honor, a pleasure and an education being MACA President, and I look forward to moving in to the office of Past President. I urge every MACA member to be involved in our electoral process. Think about good candidates for the office, and when it comes down to it VOTE!

Brian Stack
MACA President

USMS Coaches Proposal



Scott Rabalais, Chairman
USMS Coaches Committee

The following proposal was presented at the MACA Coaches meeting on Saturday, May 15th, during the 1999 United States Masters Swimming Short Course National Championships in Santa Clara. This proposal represents an effort to increase the level of professionalism and safety for all Masters swim coaches. The proposal will be presented during the Coaches Committee meeting at the United States Aquatic Sports Convention in San Diego, September 15-19, 1999. The list of committees to which this proposal may be presented includes: Executive, Coaches, Planning, Finance, Championship, Computer On-Line, Fitness, Insurance, Registration, Rules, Legislation, Ad Hoc Professional Management Committee, Safety Education.

Step 1: Registration and Safety Certification

Institute a national/LMSC registration for coaches through which a national database of USMS coaches will be maintained. A USMS registration may be that of a swimmer, a coach or a combined coach/swimmer. In order to be registered fully as a coach or coach/swimmer, the coach must provide proof of certification for safety training as specified by USMS. It is suggested that this training include First Aid, CPR and Safety Training for Swim Coaches.

Rationale: USMS can benefit through a systematic identification of its coaching resources. Through this identification, coaches can be contacted for purposes of education, communication, certification, etc. USA Swimming currently requires all of its coaches to be certified in the above three courses. Since Masters coaches are dealing with aging athletes who are highly prone to injuries and incidents, all Masters coaches should be certified for safety.

Step 2: Development of LMSC Representation System for Coaches

The position of coaching representative would be created in each LMSC to assist in communication from the national level to the local level and vice versa. Duties of the LMSC representative would include, but not be limited to, overseeing the registration of all Masters coaches and hosting meetings for Masters coaches in the LMSC.

Rationale: Each coach is a valuable resource to USMS, and the networking of these coaches is critical to their growth and the growth of Masters swimming in particular areas. An LMSC representative would be instrumental in facilitating such growth and communication. Also, some assistance would be needed in working with coaches in completing the registration and certification process, along with other coach-related activities.

Step 3: Create the position within USMS of National Coaching Director

The National Coaching Director would handle duties as directed by the USMS Coaches Committee and the USMS Executive Committee. Those duties would include but not be limited to:

*Serve as a leader of Masters coaches in the United States

(continued, page 6)

USMS Coaches Proposal



(continued from page 5)

- *Promote Masters coaching and registration
- *Communicate to coaches, clubs and swimmers through a regular coaches newsletter, e-mail and Internet. The regularly-published and timely newsletter should be high-quality and reflect both the business and the pool sides of Masters coaching.
- *Communicate regularly with LMSC representatives
- *Oversee and promote all USMS clinics and camps
- *Promote all coaches' education and certification
- *Work with ASCA in updating certification materials, or develop USMS coaches' certification materials
- *Conduct coaches meetings at nationals, conventions and other events
- *Schedule and coordinate Masters coaching and safety certification schools
- *Work to improve the income, acceptance and respect of Masters coaches
- *Assist developing Masters coaches around the country, serving as an information source for coaches
- *Oversee a Masters job service
- *Assist clubs and coaches with club development
- *Assist in locating facilities that can host Masters clubs
- *Promote recognition opportunities for Masters coaches
- *Develop and maintain a strong rapport with coaches from other aquatic organizations

Rationale: The growth and effectiveness of United States Masters Swimming is directly related to the number and effectiveness of Masters coaches. USMS can benefit tremendously by hiring a National Coaching Director and paying him/her as a part-time or full-time employee. Rather than relying on volunteer leadership for such numerous and important responsibilities, USMS can provide strong and active leadership in this most critical area by creating and effectively managing such a position.

Please direct all feedback to Scott Rabalais, 3537 Christina Ave., Baton Rouge, LA 70820. Phone/FAX (504)766-5937. E-mail: scottrabalais@compuserve.com. Proposal dated 4/99.



Masters Aquatic Coaches Association Membership Application and Renewal

The Masters Aquatic Coaches Association (MACA) is a service organization based on a central theme of

COMMUNICATION - EDUCATION - PROFESSIONALISM - PROMOTION

We provide leadership to Masters swim coaches at all levels. We are dedicated to creating and enhancing progressive and highly visible programs that are effective in strengthening and improving the profession of Masters Coaching.

Member Benefits:

- *The MACA Newsletter
- *Access to a network of Masters Swim Coaches
- *Schools and Clinics around the United States
- *Opportunity to have a voice in the future of your profession!

**PLEASE UPDATE
YOUR INFORMATION**

**NO DUES REQUIRED
FOR
CURRENT MEMBERS**

ANNUAL DUES \$20

**NO DUES REQUIRED
FOR
CURRENT MEMBERS**

Please check one: New Membership Renewal

Name _____
 Club Name _____
 Street Address _____
 City _____ State _____ Zip _____
 Country _____
 Office Phone _____ Home Phone _____
 FAX _____
 e-mail _____
 Club Web Site _____

Please complete the registration form above and send it with check payable to MACA to:

**Don Mehl
Membership Chairman
600 Willow Glen Dr.
El Paso, TX
79922-2209**



Masters Aquatic Coaches Association MACA Membership Survey

Name _____

Club _____ Club Size _____

Number of Masters workouts you coach per week _____

Which of the following are part of your coaching responsibilities (check all that apply):

- season planning
- designing and planning daily workouts
- dryland training
- coordinating special stroke clinics
- serving as event director for swim meets and/or postal events
- club marketing and recruiting
- hiring assistant coaches
- attending meets and open water events
- teaching private lessons
- videotaping swimmers
- club finances
- scheduling pool time
- attending coaching clinics
- other: _____
- _____
- _____
- _____

The following questions are regarding the MACA Newsletter:

Do you currently receive the newsletter?

yes no

Describe what you like best about the newsletter:

Describe what you like least about the newsletter:

Describe what you would like to see in the newsletter:

Are you interested in contributing to the newsletter?

yes no

If yes, what topic(s)?

Are you on the internet?

yes no

If yes, please list your e-mail and/or web address:

What would you like to see on the MACA web page?

What other services would you like MACA to provide?

MACA is a volunteer organization with several ongoing projects. How would you like to contribute to MACA?

Do you coach full time?

yes no

Which groups do you coach?

- Masters age group (US)
- high school collegiate

As a coach, do you consider yourself primarily a Masters swim coach?

yes no

Please estimate the demographics of your Masters club membership (specify approximately the percentage of membership in each category):

- novice (little or no competitive experience)
- workout swimmer (non-competitor with some background)
- active competitor (competes regularly)
- inactive competitor (former competitor training for fitness)
- triathlete

"Have I Got a Business Opportunity For You?"

By Emmett Hines

What would you say if I could show you a way to make \$40,000 per year or more in your spare time? What would that do to your lifestyle? If I could show you a business that requires no inventory, no selling, no employees, no paperwork. A perfectly legal business where you set your own hours and meet lots of people with similar interests...

...Startin' to sound like an Amway pitch now ain't it...

What I am talking about is 1-on-1 swim lessons. Ahhh...now don't go rolling your eyes...you might just identify with my experience.

Throughout my coaching career I've always been asked to do 1-on-1 instruction. Now, I never really considered myself to be in the "swim lesson business" (my wife handles all our swim school activities) but, for the most part, I consented to take lessons because I just didn't know how to say "No". I would charge whatever the going local rate was - \$25, 30, 35 an hour - and invariably do them at the end of a long day after my last workout - for the swimmer's convenience. I went on for years like this with always a lesson or two each week. A little extra money but nothing to get excited about.



Then I became a parent. My son, Kalen, changed my whole perspective. That extra hour of my evening time became a lot more valuable to me - enough that I decided to get out of the swim lesson thing and spend that time at home. But, it was against my nature to just turn people down flat so I decided to raise my prices high enough that people would "Just Say NO!"

So, at the next inquiry, I quoted \$50, which, I was sure, was enough to price me well out of the market. But the guy says "Fine. When and where?"

Now, that's not what I had in mind. But, we made the appointment and did the lesson. It was kind of nice to pocket the extra money. But I was still really looking to get out of the swim lesson business. So the next time I got an inquiry I quoted \$50 again but indicated I only had spots available immediately following my morning workout. Surely this would drive them away. But the guy says "Fine. What day and where?"

Damn, still in the swim lesson business.

In fact, even though I was "over priced" and only offering lessons at times that were convenient for me, it was only a couple months before I was getting more business than ever before. To make a long story short - I have raised my prices several times in the past 3 years. In each case I have been absolutely sure that I was pricing myself out of the market.

And in each case, I've been very wrong. At every turn I've been amazed at how much adult swimmers, particularly triathletes and fitness swimmers, are willing to part with in order to get expert instructional services. But the longer I've been doing this the more it makes sense.

Take the triathlete who just spent \$800 bucks for a new wheel for his bike. He can't honestly say he's any faster for his expenditure (but at least he knows he LOOKS cooler). To that triathlete, spending a few hundred dollars on a series of lessons to become a faster, more efficient swimmer - well, that's a no-brainer.

And a lot of the people who come to me are professional people themselves - people who understand the value of time and specialized knowledge. They're big investment in swimming is not their money, its their time. If they can spend a few hundred dollars for specialized knowledge that increases the productivity of the time they already invest in swimming - well, that's a no-brainer.

Vanity and self consciousness drives billions of dollars worth of purchase decisions in today's world. The fitness swimmer who's had little or no instruction is usually quite envious of the "professional" swimmer's seemingly effortless laps. For the person who hits the pool, in search of heart healthy exercise, a few hundred dollars spent to look and feel better while logging millions of laps in the future - well, that's a no-brainer.

I *have* been accused of being a bit mercenary, perhaps even predatory in my pricing scheme, but I'm gonna lay it out for you here. And I'm not suggesting you charge what I charge. I just want you to get a feel for what's working day in and day out right now in today's world. If you come to me for a lesson at one of my extremely convenient (for me) locations, scheduled in one of the extremely convenient (for me) appointment slots - well then, you get my basic rate of \$100 for 45 minutes. Want video? You pay extra. Want a lesson at some other time? You pay extra. If I travel to you, you pay a lot extra. If you show up late, it comes out of your time. If you

(continued....page 8)

Business Opportunity

(continued from page 7)

don't practice - and make progress - between lessons, I won't take another lesson with you. My no-show policy is very aggressive - less than 2 days notice, half price - less than 2 hours notice, full price. And I collect. I don't give discounts and I don't have a "frequent swimmer" program.

On the other hand, I do offer a simple guarantee - if, for any reason you are not totally satisfied with any lesson, you owe me nothing, no questions asked.

My typical customer does anywhere between 4 and 10 weekly sessions, depending on where they are starting and where they want to end up. Then most go on a monthly brush-up schedule. I also have a few weekly "regulars" who have been with me for years.

I do a maximum of 10 lessons a week, no more than 3 in one day - otherwise my brain gets fried. I have a waiting list and my calendar is usually booked solid two weeks out and some clients have sessions booked into next year.



I recap my experience with swim lessons because I'm convinced that most knowledgeable, empathetic and communicative coaches could do the same or better. I more or less lucked into what I'm doing. If I knew then what I know now, I'd have been charging a lot more, a lot sooner.

There are several dynamics that "top shelf" pricing puts to work:

- 1) People who pay top dollar for anything are guaranteed to give great word of mouth. Anyone who pays over \$50,000 for a car has nothing but GOOD stuff to say about that car. Swim lessons are no different.
- 2) When I am being paid a lot for a lesson I am naturally more excited about being out there and probably give my client (notice that its CLIENT now that I'm charging more money) I give my client more focused attention. People crave that and will gladly pay more for it.
- 3) When someone pays top dollar they are more likely to get there on time, pay attention during the lesson, do what I ask them to do and, perhaps most importantly...
- 4) When someone ponies up big bux for a lesson you can be pretty darn sure they'll practice between lessons. They make more progress, are happier, say more good things to more people and stay with you longer.

Heck, after a couple of beers I've even been known to describe high prices as a "Customer Service".

Here's my Top Ten list of critical success factors in making 1-on-1 lessons pay off:

10) Your clients are paying for your time and your expertise - they should get 100% focused attention - regardless of how crowded the pool area may be I don't talk to other people or even acknowledge their existence while I'm doing a lesson. My client will never see me look at my watch during the session. My goal is to make them feel as though the rest of the world goes "on hold" during our time together.

9) Be hard to get. Regardless of what my calendar looks like I won't book a new lesson less than two weeks out. I tell the prospective client when I'm available - typically offering only two options where I can "fit them in". In the building stages this helps create the image of a busy person "in high demand."

8) Always give more than expected - my appointments are scheduled for 45 minute sessions but between water work and "relationship building" time on the deck before and afterwards, each lesson lasts a full hour.

7) Always encourage them to call you with questions they may have between lessons. Few will actually take you up on the offer - but the offer itself enhances the perceived value in the client's eyes. They know you are there for them if needed.

6) Do strongly encourage your clients to keep a training and progress diary in which they are to make notes about the lesson and then write about their practice experiences, noting any questions and leaving space for the answers. Spend the first 5 minutes of each lesson going over these notes with your client. It helps to refresh your memory of your client's current state and impresses the hell out of them that you're so thorough in your attention.

5) Set your price high enough so that you are really excited about doing the lessons. When you quote your price to a new prospect you should be "out of your comfort zone" - i.e. you should have a reasonable expectation that *some* prospective clients *will* "Just say No" because of your price. But my experience is that *very few* people say "No"...hmmm...maybe its time to raise *my* prices again.

4) When someone does say "No" don't take it personal - its just a sign you are in the right ballpark with your price - You aren't losing business, you are leaving room for a higher paying client. I always have a list of 3 other very good instructors I can refer my "economy class swimmers" to. Hey - if you were a cardiac surgeon would you rather be known as the #1 guy in the field or the guy the city sends the indigent cases to?

3) Do have professional business cards made with the title "Teaching Professional" - this puts you a notch higher in the client's estimation than "Swimming Coach". Never hand out just one card - always hand out two or more. *All* my clients invariably hand them out and come asking for more.

2) Do make yourself available to speak to triathlon and running clubs. I estimate that each 30 minute presentation I make to one of these groups pays off with a average of \$2000 in immediate or near term lesson sign-ups and perhaps two or three times that in long term repeats. And it boosts my swim team numbers as well.

1) Understand that your clients will be repeat and loyal customers - and sing your praises - because of the *relationship* you build with them. Yes, the information they get and the

progress they make are important, but it's the personal relationship that keeps them coming back.

Now, go out and average 10 adult lessons a week at \$100 a pop for 40 weeks and that's a part-time income of \$40,000. I did it in 1997 - then again in 1998. As Will Sonnet used to say "No brag, just fact." If I can do it, so can you.

Get out of your comfort zone and create a prosperous year!



Emmett Hines is the Director and Head Coach of H₂Ouston Swims. He is an ASCA Level 5 Masters Coach and a Senior Instructor for Total Immersion Adult Swim Camps. He is the author of hundreds of articles on swimming and has a newly released book, *Fitness Swimming*. In 1993, Emmett was recognized as USMS Coach of the Year.

MACA Coaching School

(continued from page 1)

to different energies and how to plan workout strategies. "I call it the 'audible at the line of scrimmage'" said Adair. "Always be willing to modify your own plan. Distances don't necessarily have to be 'relational'. It's O.K. to do a set of 125's. Odd distances are a great training tool — nobody is going to beat their meet 200 time, but they might be able to beat it doing a 175. When you're designing workouts, try to put yourself in that pool"

1986 USMS Coach of the Year, Dr. Jim Miller of Virginia Masters followed Bonnie Adair's presentation. Jim presented a detailed report on the first USMS Altitude Camp at the United States Olympic Training Center in Colorado Springs. According to Jim,

"The schedule in Colorado Springs was incredibly intense, but we were able to offer a new concept of drag using the flume and towing exercises. Everybody left the camp with a true understanding of what drag was."

Each swimmer's body mass and measurements were recorded, and based on this anthropomorphic data a determination was made about how many strokes each swimmer should take. One of the more intriguing observations was that the lower back and hamstrings were weak areas for Masters.

Miller was most interested in the medical and psychological aspects of the camp. The group went through a series of laboratory studies, including a blood chemistry report and diet analysis. Jim commented, "This data is important to determining levels of fitness and health." One of the future goals is to offer this type of camp at least twice per year.

When asked his thoughts on testing Masters athletes for performance enhancing substance abuse, Miller responded,

"I feel very strongly that Masters athletes should NOT be tested." He cited three reasons: 1) there's no way to monitor the activity, 2) most physicians don't have enough information about what substances are approved and not approved, and 3) the older population has a greater incidence of disease, and often needs pharmaceuticals for medical conditions even though these drugs may have performance enhancing effects.

1995 USMS Coach of the Year Scott Rabalais of Crawfish Aquatics followed with a well-organized presentation called "Good, Better, Best". The presentation thematically offered three different levels of accomplishment for 20 different aspects of a Masters swimming program. The list included: vision, planning, coaching style, attire, emotional involvement, timeliness, teaching technique, motivation, communication with swimmers, intervals, competition, compensation, staff, communication systems, administrative involvement, outside the pool, social and "why".

Looking at each aspect, Rabalais systematically led the audience through the "good, better and best". The last example, for instance, was the question "Why do you coach?" The "good" is doing it to make money. The "better" is doing it because you enjoy it, and the "best" is doing it to help others. The presentation was packed with concrete examples and good humor, but most importantly, it gave coaches an excellent method for evaluating their coaching and their programs.

The MACA Coaching School was an outstanding opportunity for Masters Coaches to learn from four of the best Masters Coaches in the world. The school was coordinated by Brian Stack and Mo Chambers, who put together the registration form and graciously made available the beautiful facilities at the Courtside Club in Los Gatos. Thank-you to all participating coaches, and to everyone who helped make it an enjoyable, educational afternoon.

-Reported by Bill Volckening

Spokane Mentor Clinic Features Kerry O'Brien

USMS Mentor Clinic Offers Coaches a Wealth of Creative Ideas

By Bill Volckening

SPOKANE, WA- Kerry O'Brien of the Walnut Creek Masters (CA) was the featured guest speaker for the USMS Mentor Clinic held on Saturday, May 1st at Gonzaga State University in Spokane. Coaches who attended the clinic were treated to a wealth of creative ideas extracted from Kerry's 19 years of experience coaching Masters. The Coaches Clinic featured discussion about group training needs, business, marketing and swimming technique. The Swimmer's clinic featured classroom discussion, a pool workshop and video analysis of each swimmer.

O'Brien opened the Coaches' presentation with discussion about creative ways to meet the needs of a diverse group.

"My main emphasis is to have some cohesive swimming within the group," said O'Brien. "It generates greater interest. As Coaches, we have the creative license to make things work. It's important to be flexible with people you work with. Combining creativity and flexibility is one of my primary goals." Kerry presented specific ideas about how to

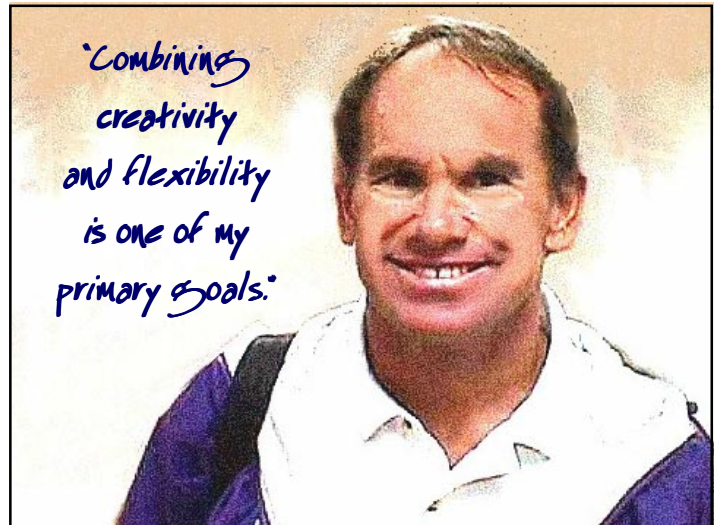
utilize limited pool space and train swimmers with different training needs in the same lane space. One example is training sprinters and distance swimmers together by structuring the same set differently for each of the two groups. Another example is doing repeats by time rather than distance.

"With a wide variety of swimmers such as senior citizens, triathletes, former college swimmers and novices sharing the space, it's always a challenge to

make it all work together."

The discussion continued with information about the business of Masters coaching. The list of ideas included: knowing the market, tapping resources and hiring people to meet the staff's weaknesses. Kerry advised Coaches to "make yourselves as available as you can." He also pointed out the value of the participants as resources in each organization. During the discussion he recommended having a nonprofit organization status for additional benefits and discounts.

O'Brien followed with additional business discussion providing special emphasis on creative marketing and team exposure. During the discussion, he showed video footage, newspaper articles and Walnut Creek team products, such as license plate covers and temporary tattoos. One of Kerry's favorite team exposure accomplishments was the recent tele-



vision commercial for Chiquita Bananas featuring Walnut Creek swimmer Jean Durston. O'Brien commented,

"When a swimmer accomplishes something special, they act as a 'beacon' -- drawing attention to the program." When Durston was featured in the Chiquita commercial, Kerry was sending out press releases and making phone calls in an effort to connect his swimmer's notoriety with the Walnut Creek program. Without question, it brought immediate attention to the Walnut Creek Program.

Kerry urged Coaches to "...be as creative as you can in your marketing," and listed additional opportunities for marketing and team exposure, including: a team birthday card, exhibition swims during large age-group meets, bus advertisements, cable access programs, community bulletin boards and weather location shots during local news programs.

Walnut Creek Masters is a large program, with approximately 350 members. Remarkably, around 50% of Kerry's swimmers participate in swim meets. There are five workouts per day on weekdays and one on Saturday, for a total of 26 workouts per week -- and there are always two coaches on deck. Kerry takes the day off on Wednesdays to avoid burnout. He is an employee of the City of Walnut Creek, and shares the large, outdoor 50 meter pool with other city run programs, including the Walnut Creek Aquabears, which is a large, successful age-group swimming program.

The USMS Mentor Clinic with Kerry O'Brien was organized by the Inland Northwest LMSC. Special thanks to Elin Zander and W.S.U. Masters Coach Doug Garcia for organizing the details, including: coordinating with the guest speaker, securing the facility, providing lunch to the visiting Coaches and arranging for host families to house people who were visiting from outside the area. It was an excellent clinic.



Clinic Director Doug Garcia

Stroke Technique: Pros and Cons

By Dick Jackson

How much stroke technique does one need? What guarantees are there that it will produce results? Should it substitute for yardage? Sound familiar? Probably more questions than answers.

For years, I have brought to my swimmers attention that if there isn't one exact way of doing a certain thing in swimming, then there are three or four. What will work for some swimmers may not work for others.

Take breaststroke for instance. There are more variations of breaststroke than butterfly, backstroke and freestyle. Some of today's swimmers have switched over to the "wave action" style. Many are having problems maintaining the stroke throughout the entire event. This includes age-group and senior level (the kids) and Masters (the adults). They will use the "wave action" style for about 75% and then change over to what they have been accustomed to in the past.

In butterfly, it's basically the breathing that varies. Most swimmers will use forward breathing. Occasionally, a swimmer will use side breathing. A swimmer who breathes to the side will at times have a tendency to ride their hips lower in the water, which will cause more drag. Keep in mind that Melvin Stewart holds the American Record in the 200m fly. He uses side breathing.

For Backstroke, it's basic for most. The swimmer who maintains a steady turnover and a strong kick in the second half of their event will usually come out on top.

As for freestyle, there's a little more technique involved. What breathing pattern (one-sided or bilateral) should one use for which event, and how often should one breathe for that particular event. Also, to use a 2, 4 or 6 beat kick enters into the picture.

This all leads to one thing. What is the perfect stroke? I really feel that today there is too much emphasis placed on stroke technique. As the late Matt Mann (Head Coach of the

University of Michigan) once said,

"The only way to swim fast is to swim fast." Some of our best swimmers have the worst stroke that you have ever laid eyes on. This holds true especially in freestyle. For the coach of those swimmers to say "Do this or change that" would be suicidal. After a great swim, the first words a coach should say to his swimmer is

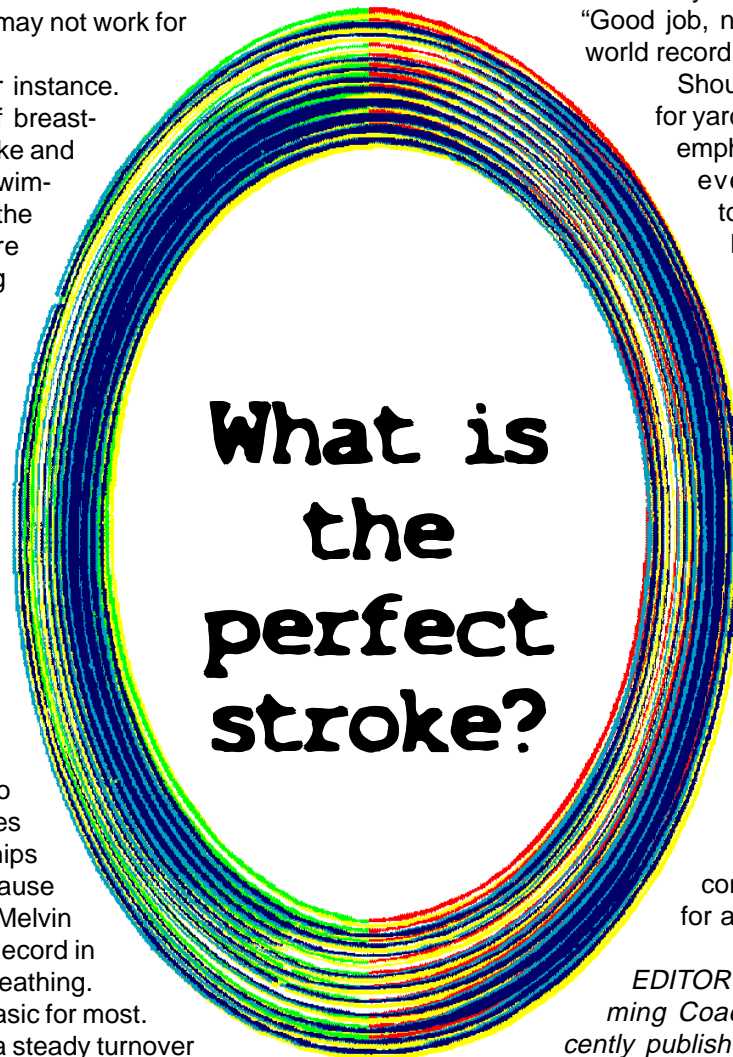
"Good job, now go out and break another world record."

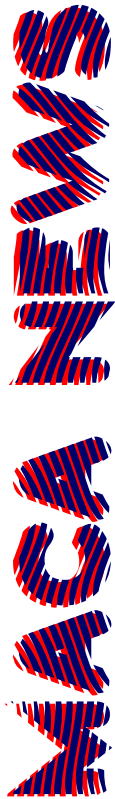
Should stroke technique substitute for yardage? There seems to be more emphasis on stroke technique than ever before. Why? Some of today's swimmers appear to be looking for the easy way out with less yardage and more stroke work. For some, could this be a "cop out"? The late coach Sherm Chavoor used 90% conditioning and 10% stroke mechanics as part of his program. We all know the caliber of swimmers he turned out. Mark Spitz, Debbie Meyer and Sue Pedersen just to name a few. Yale's famous Bob Kiputh use to say, "Form is not as important as conditioning." Should we return to the days of the "blood and guts" type swimming? Who knows?

To sum it up, the pros and cons of this topic will continue on for a long time.

EDITOR'S NOTE: The American Swimming Coaches Association (ASCA) recently published a chart compiled by Brian Schrader and Dennis Pursley containing "USA Swimming World Records by Year". This chart illustrates a sharp decline in the number of world records established by American swimmers since 1976. The number has declined from 16 to 1. Coach Jackson comments, "Lately, it appears that things are not getting any better."

Dick Jackson is Head Coach of the Pennypack Masters, Philadelphia. His swimmers have reached the levels of USMS Top Ten, National Champion and USMS All-American.





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INSIDE: The MACA Coaching School in Santa Clara

MACA NEWS ONLINE

The MACA News is now available ONLINE as a fully formatted, full-color document. Our goal is to conserve resources by making the newsletter into an electronic document for all MACA members who have e-mail.

We are currently starting an e-mail directory.

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