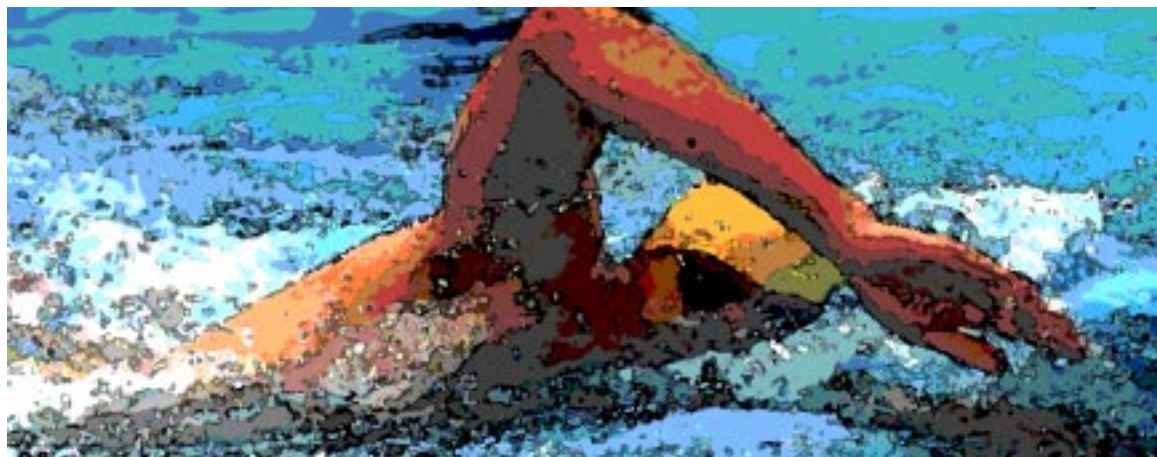




**Masters Aquatic Coaches Association
February / March, 2000**

Get Ready for Short Course Nationals

The 2000 USMS Short Course Nationals, coming to Indianapolis April 27-30th, will provide some excellent opportunities for Masters coaches to meet other coaches and learn. Preceding the competition, there will be a **MACA Coaching School** at the Natatorium. This four-hour long seminar will feature information about the certification process as well as information for more experienced coaches who are already certified. Please see the enclosed registration form. On competition days, the **USMS On-Deck Coaching Program** will gather coaches together to assist all swimmers during the warm-up sessions. Not only is it a great way to demonstrate coaching leadership, it's a wonderful chance to meet people. Please see the enclosed guidelines and registration form, and join the team. The IUPUI Natatorium is certainly one of the finest competition pools in the world. There will be fast swimming and records falling all weekend. The complete list of **National Qualifying Times** is listed below. Swimmers may enter a maximum of three individual events without meeting the National Qualifying Time (NQT) established for those events. Swimmers may enter up to three additional events in which they have swum a time equal to or better than the NQT in the past two years. All Masters swimmers are eligible, and coaches should encourage swimmers to sign-up. **COACHES:** Remember to bring your new MACA Registration Card to get in to the Coaches Hospitality area at the meet.



WOMEN'S QUALIFYING TIMES 2000 USMS SHORT COURSE NATIONALS

	Women 19-24	Women 25-29	Women 30-34	Women 35-39	Women 40-44	Women 45-49	Women 50-54	Women 55-59	Women 60-64	Women 65-69	Women 70-74	Women 75-79	Women 80-84	Women 85-89
50 FREE	28.58	27.59	28.27	28.25	29.35	29.75	32.71	35.06	36.38	40.32	43.88	48.80	58.77	1:36.92
100 FREE	1:02.29	1:01.17	1:02.05	1:01.50	1:04.35	1:06.64	1:14.39	1:19.93	1:23.12	1:31.70	1:38.13	1:53.63	2:14.46	3:32.41
200 FREE	2:17.85	2:13.31	2:13.87	2:14.93	2:21.15	2:28.16	2:39.23	3:00.87	3:07.00	3:22.26	3:42.11	4:10.52	5:41.83	No Time
500 FREE	6:17.18	5:57.15	6:06.92	5:59.60	6:16.68	6:36.73	7:08.47	8:09.09	8:17.52	9:10.69	9:58.77	11:05.64	14:48.80	No Time
1000 FREE	13:51.26	12:54.00	13:04.81	12:18.18	13:13.84	14:02.18	15:22.09	17:24.23	17:28.57	19:35.07	21:01.79	28:13.05	No Time	No Time
1650 FREE	23:10.08	21:26.92	21:06.32	21:00.94	22:35.42	23:47.80	26:41.36	29:16.96	33:19.03	34:21.26	36:21.42	No Time	No Time	No Time
50 BACK	33.09	31.99	32.44	32.58	35.06	35.88	40.63	43.24	44.70	50.60	53.28	55.85	1:07.27	1:35.50
100 BACK	1:11.41	1:08.96	1:09.82	1:10.00	1:15.23	1:18.03	1:27.64	1:36.44	1:40.63	1:50.79	1:56.42	2:06.10	2:40.48	3:41.08
200 BACK	2:35.02	2:30.25	2:31.90	2:38.96	2:44.31	2:51.03	3:09.50	3:32.04	3:38.39	4:01.27	4:07.05	4:48.88	5:37.10	No Time
50 BREAST	37.73	36.07	36.49	37.15	39.23	40.59	42.34	45.75	49.68	54.85	59.93	1:04.23	1:25.90	No Time
100 BREAST	1:20.75	1:18.14	1:19.61	1:21.04	1:23.52	1:29.94	1:34.09	1:40.47	1:49.42	1:59.88	2:10.28	2:32.29	4:01.14	No Time
200 BREAST	2:58.56	2:50.18	2:54.42	2:55.53	3:05.68	3:12.26	3:27.70	3:45.36	3:58.75	4:24.63	4:43.45	5:40.44	9:21.48	No Time
50 FLY	31.13	30.72	30.68	31.15	31.92	33.31	37.19	38.90	43.99	49.72	56.46	1:08.30	1:33.45	No Time
100 FLY	1:10.31	1:08.78	1:08.54	1:09.77	1:12.46	1:18.12	1:29.44	1:45.49	1:47.55	2:04.71	2:18.63	2:59.08	No Time	No Time
200 FLY	2:44.29	2:34.02	2:41.02	2:34.79	2:49.15	3:05.69	3:30.78	3:51.43	4:16.83	4:46.37	6:35.77	No Time	No Time	No Time
100 IM	1:11.40	1:09.09	1:10.05	1:11.51	1:14.58	1:17.28	1:24.44	1:13.14	1:37.68	1:48.56	1:58.61	2:10.63	3:06.11	No Time
200 IM	2:33.01	2:31.05	2:31.21	2:34.00	2:45.46	2:54.72	3:08.67	3:29.01	3:32.73	4:04.33	4:30.63	5:26.36	No Time	No Time
400 IM	5:37.70	5:26.81	5:26.38	5:25.33	5:54.25	6:24.05	6:59.11	7:30.81	8:14.10	8:43.49	10:03.24	13:34.53	No Time	No Time

MEN'S QUALIFYING TIMES 2000 USMS SHORT COURSE NATIONALS

	Men 19-24	Men 25-29	Men 30-34	Men 35-39	Men 40-44	Men 45-49	Men 50-54	Men 55-59	Men 60-64	Men 65-69	Men 70-74	Men 75-79	Men 80-84	Men 85-89
50 FREE	24.29	24.09	24.09	24.29	24.88	25.73	26.42	27.60	29.54	31.04	33.16	36.90	41.53	1:10.31
100 FREE	53.48	52.58	53.15	53.27	55.07	57.24	58.21	1:01.98	1:05.72	1:10.88	1:18.19	1:26.99	1:39.37	2:37.52
200 FREE	2:01.85	1:58.06	1:58.02	1:58.93	2:02.89	2:06.59	2:12.18	2:23.94	2:33.86	2:42.11	2:59.53	3:21.98	3:48.83	No Time
500 FREE	5:39.67	5:25.62	5:29.31	5:32.51	5:35.13	5:47.78	6:05.62	6:38.77	7:03.43	7:37.98	8:11.89	9:14.70	11:17.28	No Time
1000 FREE	12:44.28	12:01.26	12:05.13	11:56.95	11:52.20	12:33.40	12:55.52	14:15.44	14:58.38	15:50.03	18:18.44	21:22.07	33:20.10	No Time
1650 FREE	21:35.42	20:18.76	19:29.77	20:01.86	20:30.43	21:08.19	21:43.39	24:10.36	25:22.36	27:02.83	30:45.18	35:41.62	No Time	No Time
50 BACK	29.46	28.43	28.93	28.30	29.40	30.95	31.27	34.88	36.48	39.17	42.61	46.84	55.35	1:24.29
100 BACK	1:01.14	1:00.49	1:01.38	1:02.35	1:03.27	1:06.11	1:10.16	1:17.02	1:20.70	1:26.82	1:33.67	1:50.69	1:58.81	4:23.19
200 BACK	2:19.26	2:15.42	2:13.55	2:18.01	2:17.58	2:25.43	2:36.42	2:52.56	3:02.10	3:23.58	3:34.76	3:57.40	5:08.00	No Time
50 BREAST	31.42	30.61	31.31	31.88	31.74	33.90	33.88	36.04	39.08	40.81	44.68	51.16	59.85	1:27.38
100 BREAST	1:08.83	1:07.87	1:07.83	1:10.26	1:09.97	1:13.69	1:15.03	1:19.12	1:26.90	1:33.31	1:42.29	1:58.49	2:29.03	No Time
200 BREAST	2:30.07	2:33.99	2:33.66	2:35.19	2:36.87	2:42.00	2:50.04	2:57.91	3:13.83	3:35.23	3:49.93	4:26.48	6:32.08	No Time
50 FLY	26.67	26.30	26.22	26.81	27.55	28.74	29.01	30.50	33.86	37.05	39.85	49.97	1:38.93	No Time
100 FLY	58.52	57.97	58.09	58.94	1:00.98	1:03.71	1:06.12	1:12.36	1:25.13	1:36.21	1:42.83	2:50.71	No Time	No Time
200 FLY	2:22.42	2:16.40	2:12.76	2:15.98	2:23.44	2:31.35	2:40.04	3:12.58	3:27.65	3:58.50	4:14.52	No Time	No Time	No Time
100 IM	1:01.50	1:00.54	1:00.45	1:01.45	1:03.74	1:05.89	1:07.95	1:12.29	1:17.65	1:24.28	1:29.10	1:47.73	2:30.51	No Time
200 IM	2:18.62	2:13.33	2:12.79	2:15.85	2:19.13	2:24.89	2:30.93	2:43.70	3:04.16	3:11.19	3:35.96	4:14.62	No Time	No Time
400 IM	5:19.07	4:50.98	4:54.54	5:00.27	5:06.53	5:16.43	5:37.21	6:03.64	6:45.14	7:25.93	8:36.81	12:14.26	No Time	No Time

NQT's are 10 percent higher than the 10th time in the previous year's Top Ten listing for that age group and event.



Letter from the President

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A question was put to me the other day, and it got me to stop for a minute and project my thoughts several years down the road...a rare occasion nowadays with my busy schedule coaching three separate teams. I have trouble thinking one week in advance let alone several years.

The question:

"What do you think Masters coaching will be like 25 years from now?"

It's hard for anyone to predict the future for the short hall (just ask Wall Street); looking a quarter of a century down the road is really steering into the fog. But there is one thing of which I am certain. With today's craving for knowledge (electronic and otherwise), it behooves anyone interested in leading a program, a group of people, or expounding an idea or philosophy, to become as knowledgeable as possible in a chosen field. Education is the key.

Being the USMS national librarian has exposed me to a vast array of knowledge regarding the world of swimming and athletics in general. The more I learn, the more I find out I don't know...the more I think I have mastered, the more humble I become. The more I am sure of something, the more I become doubtful.

The famous fictional detective of years gone by, Charlie Chan, once said: "Mind like parachute...does not function 'less open." I have kept this thought with me wherever I go and whenever I am in a learning mode. In my opinion, to be successful, even just to survive in the future, education is the key.

Don't rest on your past laurels. Don't settle for the status quo, and most emphatically don't think you know it all. Keep an open mind, learn from anyone you come across (what to do or what not to do). Then maybe, just maybe, you will grow with the sport and do justice to the profession and become a coach of worth and an honor to our organization.

Ed Nessel

MACA President



Letter from the V.P.

Dear MACA Members,

Many of you are familiar with the concept of certification for swimming coaches, and in particular, many of you are certified coaches and members of the American Swimming Coaches Association. Being certified as a Masters Coach has many connotations and benefits. Most importantly, it reflects upon your level of professionalism, knowledge, and experience in this most noble vocation.

We believe that Masters coaches themselves know best as to which qualities a Certified Masters Coach should possess. With that in mind, MACA is commencing a project designed to improve the coaches certification process, and bring that process "in house". We would like all MACA members to be willing to participate in the project in either (or both) of two ways.

First, we would simply like to hear from you as to what you believe that a Masters coach requires to be certified. Using the current ASCA process as a starting model, we would like to hear about what should be in a certified coach's "toolbox". What educational courses should a coach take, and what do we need to teach coaches in those courses? How much should we value

Being certified as a Masters Coach has many connotations and benefits. Most importantly, it reflects upon your level of professionalism, knowledge, and experience in this most noble vocation.

contributions to USMS, swim team growth, and club/personal achievements towards certification? What is the value of experience, not just in coaching Masters, but also in other aquatic disciplines, hosting swim meets, or participating in On-Deck Coaching at Nationals or Worlds or at the USMS/USOTC training camp? Should we require safety education like CPR and First Aid credentials? And what other tangibles should be considered? We would love to hear from you on any of these ideas!

Second, we would like members to participate in a MACA committee whose purpose is to develop this new coaches certification program. The committee will be divided into four subcommittees (Education, Safety, Experience, and Contributions & Achievements) which will take the input that you provide and help create the requirements for certification within each area. The committee as a whole will review the work of the subcommittees, determine the structure of the certification program (Such as the number of levels of certification and the credit for each subspecialty), establish the terms of certification and the process for certification renewal, and propose the manner in which this program will be administered. [The communication to and within this committee is expected to be e-mail based. Therefore, potential members should have regular access to e-mail.]

The goal of this committee is to present a report on a new "in house" Masters coaches certification program to MACA at the USMS convention meeting in October.

We appreciate the active role you all play within your profession and MACA, and your willingness to participate in a great program that will strengthen the profession of Masters coaching, and the sport of Masters swimming, for years to come. You can send your ideas and volunteer to be on the committee by sending an e-mail to my address listed below. We look forward to hearing from you.

Sincerely,

Don Frost

Coaches Certification Committee Chairman (Just call me C-4!)
e-mail: desertfrost@yahoo.com

USMS Coaches Committee: Coach and Swimmer Services

by Scott Rabalais

Through its Coaches Committee, United States Masters Swimming offers a variety of resources to assist both the Masters coach and swimmer in their development. For the coach, the emphasis is on education, assistance programs and recognition, while for the swimmers, a variety of camps, clinics and educational materials is available. For information on the various programs, see the contact list below. Or, check the "Coaching" link at the USMS web site (www.usms.org) for further details. All of the contacts mentioned in this article are listed at the end.

Camps and Clinics

At the **Olympic Training Center Camps**, four experienced Masters coaches and 12 selected swimmers meet over four days to experience the latest in swimming analysis and testing. Sponsored by *The Victor*, two camps are slated for 2001, one in the winter and the second in the fall. Past campers have claimed their stay at the OTC was an "experience of a lifetime." For a swimmer application, contact Leslie Cooper; for a coaching application, contact Scott Rabalais.



Four **Open Water Clinics** will be held in 2000, and any club or organization is welcome to apply for hosting status. The clinics feature an accomplished coach or swimmer, who covers training, racing strategy, navigation, nutrition and other topics. Most open water clinics also feature an open water swim or competition. Contact Dan Gray for a hosting application. Stay tuned to the USMS web site for times and locations of these clinics.

Mentor Coach and Swimmer Clinics serve a two-fold purpose. First, a seasoned coach conducts a clinic for local coaches and discusses ways to build successful Masters programs. Second, the mentor coach, with the help of local assistants, runs a swimmer clinic, often including video analysis. Contact Doug Garcia for more details.

Hear the secrets to swimming fast at a **NIKE Champions Clinic**. In a four-hour clinic, a world-class swimmer, sponsored by Nike, talks about his or her experiences and provides in-water drills and instruction. The current list contains such stars as Tom Dolan, Kurt Grote, Barbara Bedford and Kristine Quance-Julian. Contact Bill Volckening to bring an Olympian to your area! Contacts for each of these clinics can be found at the end of this article.

Education

Book and Video Libraries. Learn to swim more efficiently through the resources of the USMS Choose from over 75 book titles and 25 video titles, all available on a lending basis. Book librarian Ed Nessel has personally rated each book on the USMS web site. Video librarian Melanie Dullea can provide videos for a period of two weeks. Both books and videos require a refundable deposit.

One of the hottest and most effective tools for viewing strokes underwater is the Snooper, a color underwater camera on a pole (reverse periscope) which can be plugged into any video camera, TV or VCR that has video input. **The Snooper Loan Program** provides a Snooper camera rental for a three-week period. Coaches or swimmers can use Snoopers to do taping of dozens of swimmers in a short time and then analyze strokes, turns and starts (underwater). Contact Paul Windrath for an application.

The **Coaches Committee Quarterly** is published by the Coaches Committee for the purpose of educating Masters coaches. If you are a Masters coach and do not yet receive the CCQ, send you name and address by e-mail to coaches@usms.org.

The **Masters Aquatic Coaches Association (MACA)** is not officially affiliated with USMS, but many of its officers are an active part of the USMS Coaches Committee. MACA endeavors to further the education, certification and professionalism of Masters coaches. Schools and seminars are held throughout the year, and Masters coaches may improve on their certification through the American Swim Coaches Association. The president of MACA is Ed Nessel.

Coaching at Meets

During national championship meets, Masters coaches volunteer to assist swimmers using the sprint lanes. If you need a quick tip on a start or a split time, ask one of the coaches from the **On-deck Coaching Program**. These coaches can also be found on-deck at our national convention workouts. If interested in bringing the On-deck Coaching Program to your local or regional meet, contact coordinator Chris Colburn.

Up to four USMS coaches will be selected to serve the American delegation in Munich at this summer's Masters World Championships. Swimmers attending the meet may call use the **Munich Coaching Program** for assistance in warm-up, race strategy, split-taking and general advice. The coaches will also serve to unify the USMS swimmers at the meet. To find out more about the Munich Program, contact Michael Collins.



Recognition

Since 1986, the **Coach of the Year** award has been presented at the USMS annual convention to a coach who demonstrates excellence in five areas: club and individual accomplishments, publications, contributions to USMS and the LMSC, letters of support and long-term contributions to Masters swimming. If you wish to nominate a coach for the 2000 award, contact Bonnie Adair.

Representation

In the United States, there are over 500 Masters coaches, from once-a-week volunteers to full-time coaches with hundreds of swimmers. Every Local Masters Swim Committee has been asked to appoint an **LMSC Coaches Representative**, who will work to improve coaching in the area and to serve as a communications channel to and from the national level. If you are interested in becoming a coaches representative in your LMSC contact the chairman (see the USMS web site for information).

The following list includes contact information for the USMS Coaches Committee program coordinators.

<u>Name</u>	<u>Home Phone</u>	<u>E-mail Address</u>
BONNIE ADAIR	310-397-5273	ADAIRONE@MEDIAONE.NET
CHRIS COLBURN	630-898-6075	CHRISCOLBURN@USMS.ORG
MICHAEL COLLINS	310-607-9956	MCOLLINS@UCLA.EDU
LESLIE COOPER	781-659-4031	GJCOOPER@GIS.NET
MELANIE DULLEA	303-791-0309	MELJODULLEA@COMPUSERVE.COM
DOUG GARCIA	509-332-1621	DMGARCIA@PULLMAN.COM
DAN GRAY	541-944-0529	OREGOPENWATER@USMS.ORG
ED NESSEL	908-561-5339	EDNESSEL@AOL.COM
BILL VOLCKENING	503-533-5567	VOLCKENING@AOL.COM
PAUL WINDRATH	651-388-8524	PWINDRATH@COMPUSERVE.COM
Coaches Committee Chairman: SCOTT RABALAIS	225-766-5937	SCOTTRABALAIS@COMPUSERVE.COM

"...stolen, from the bulletin board..."

by Bill Volckening

A few years ago, a colleague told me "You'll always know you've got good stuff when people try to steal it." The coach was referring to team outfitting — specifically warm-ups, T-shirts and caps. "Tell the swimmers to watch their belongings," he said. "Our new warm-ups are awesome, and they'll walk if we're not paying attention." I felt uneasy accusing others of stealing, but I remembered it. A few years later, when I was working at another pool, I was reminded of the conversation. It wasn't because our warm-up suits were vanishing, Our team newsletters were disappearing from the bulletin board.

At first, I didn't think too much about it.

Paperwork often gets lost in the kids' swim bags, only to be found months later, all soggy and wadded-up. Even if the newsletters were getting home, people probably needed extra copies for their scrap books. One family requested extra copies because they were fighting over it. Determined to resolve the problem, I photocopied some extra newsletters for the team mail box. People seemed to appreciate it, but interestingly enough, the ones I posted on the bulletin board continued to disappear.

Several months later, I received a surprise e-mail message from a person unknown to me. The subject read 'newsletter', and it said "I was visiting the pool this weekend, and I saw your team bulletin board. That newsletter is the best one I've ever seen! I was so impressed, I took a copy with me...(hope that's OK)...how do you do it?"

As surprised as I was to receive this message, it explained why the newsletters kept vanishing. People liked them. If this story has stirred your interest in producing a high quality newsletter, continue reading. Follow these steps, and you'll discover your newsletters are stolen from the bulletin board.

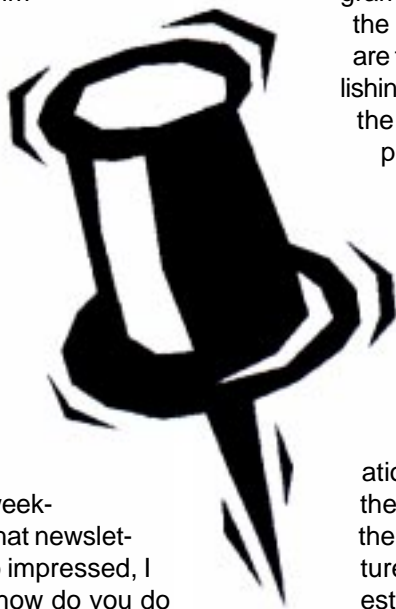
Start by selecting the appropriate tools. Computer equipment, such as desktop publishing software, digital cameras, scanners and CD-ROM clip art packages are some of the most valuable tools to a newsletter editor. Next, make some determinations about how the newsletter should look. The choice of standards, such as fonts, graphics and layout should ultimately contribute to a cohesive style. Continue planning by making some decisions about production, such as: the approximate number of pages, the type of materials, frequency of publication and method of delivery. Budget is the most important consideration when planning production because it determines the amount of printed material you can produce each

year. Once the plan is established, start delegating responsibilities. The most successful editors orchestrate the contributions of many individuals, but the greatest pitfall is doing everything yourself.

When first choosing a desktop publishing program it is important to understand the similarities and differences between the various types of software packages. The most appropriate program may not necessarily be the most costly or elaborate one, but it should have enough features to suit your needs. One of the least expensive options is to use the newsletter template available in several of the home office programs such as Microsoft Works. However, if you have the resources, Adobe PageMaker and Quark XPress are two of the most highly recommended desktop publishing software packages. Both of these programs have the capacity to determine page size, set columns, place graphics, wrap text around graphics and rotate text and graphics. PageMaker creates HTML files and allows users to easily export fully formatted electronic documents for e-mail delivery and web download. Learning how to use PageMaker and Quark isn't too difficult. It just takes some time. In the long run, creativity is a much more valuable commodity than the technical expertise.

Style is one of the most important considerations in newsletter production. Before working on the specific contents, it's a good idea to sit down at the computer for a day, play with some standard features — such as layout, graphics and fonts — and establish a template. A 'template' is the basic framework that establishes a pattern for the newsletter. It provides a planned structure for the newsletter's layout and style. Because the style of a newsletter should reflect the character of the organization, time spent creating the template is time well spent. The term 'layout' refers to the design and arrangement of text and graphics on each page. Layout is important not only for its contribution to the style, but because it determines how easily people can read the newsletter. 'Fonts' are different types of lettering. A selection of fonts can usually be found in computer software and on the internet. Graphics also come from a variety of sources, including photographs, drawings and computer clip art.

There are many ways to enhance desktop publishing documents with images. When using original, flat artwork, a scanner is one of the best devices for converting the artwork into a digital image file. If the newsletter requires a lot of photo-



“...stolen...”

graphs, a digital camera is an excellent investment. There are several models with different features and prices. One of the easiest to use is the type that stores images to standard 3.5" floppy diskettes. After storing the picture, the diskette simply pops out of the camera and into the computer. Another great source for images is CD-ROM clip art. Clip art is a valuable resource for newsletters requiring different types of illustrations. If your budget doesn't allow for a CD-ROM clip art package, there are many ways to get clip-art for free on the internet.

The process of creative decision making can be very rewarding, particularly if the newsletter editor has a clear vision that is supported by the organization's Board of Directors. When I joined the staff of the Tualatin Hills Barracudas, I proposed an upgrade of the team newsletter. There was a tremendous amount of support for this proposal, and very few limitations. The first step was to select a clean, readable font for the body text. I selected a justified, true-type font called 'Tahoma' 10-point, because it is compact enough to allow for a good use of space, but large enough to read. The next step was to select a variety of display fonts and graphics for the headlines and regular features. In our newsletter, the eclectic assortment of display fonts reflects the diversity of our team, and the antique style graphics appeal to Masters swimmers, while contributing to a traditional looking publication. The template also included a front page header, return address, web address, page footers, caption text, page-break guides and a masthead with club officer contacts.

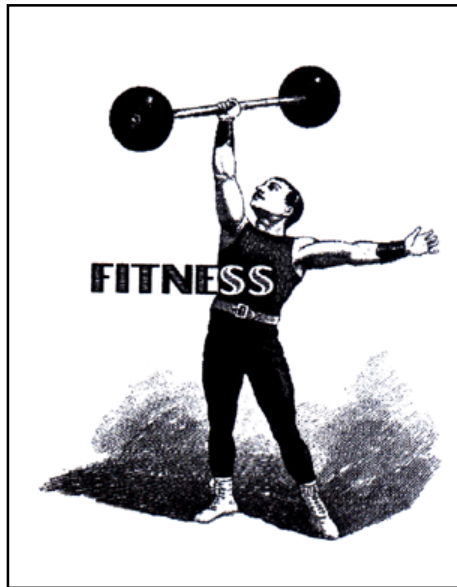
When preparing a newsletter template, it is a good idea to establish a plan for production. There are several important determinations in planning production, such as the number of pages, method of distribution, frequency of publication and cost. Newsletters are typically printed (or photocopied) and mailed. When planning a newsletter that will be printed or photocopied, it is particularly important to evaluate the budget. Start by researching the cost per printed page. Use this number to determine the total cost of each newsletter by factoring the number of recipients with the number of pages and annual editions.

The following example outlines a simple method of determining the total annual expense of newsletter production. The proposed newsletter is a four-page document. To give it a more professional look, the editor decides to print it on 11 x 17 size paper and fold it in half. If it costs seven cents to copy each side of a double-sided 11 x 17 page, it would cost 14

cents to copy a single, four-page, folded newsletter. With 100 recipients, the total cost of printing each edition would be \$14.00. The newsletter would be a monthly publication, with an annual cost of \$168 for printing. Using the U.S. Postal service for delivery would cost 33 cents per copy, which adds an additional \$396 annually to the expense. Given these factors, the approximate annual expense for printing and mailing a four-page, monthly newsletter would be \$564. When budgeting for production costs, be sure to include miscellaneous items such as paper, printer cartridges and mailing labels.

Because of the considerable cost of printing and mailing newsletters, editors have implemented a number of ideas for working within their budgets. The most significant cost savings come from eliminating postage. More than 70% of the expense is saved by delivering the newsletter by hand rather than by mail. Other options include reducing the number of pages, publishing the newsletter less frequently and developing an internet delivery system. Recently, newsletter editors have started to produce electronic documents available via e-mail and the web. Undoubtedly the most popular type of electronic document is the 'PDF', which stands for 'portable document file'. A PDF is a fully formatted document that looks and prints exactly like the original. The beauty of the PDF file is the ease with which it is uploaded into web sites. In sharp contrast to printed documents, PDF's offer dynamic, full-color presentation, conservation of natural resources and savings in production time, all at a reduced cost. Theoretically, production costs could be completely eliminated with the advent of the PDF. Once everyone has the technology, this theory should become a reality.

The key to success in coordinating a newsletter project is to clearly delineate the responsibilities and delegate to as many people as possible. Since the most successful editors orchestrate the efforts of countless contributors, it is important to be well-organized, deadline oriented and easy to reach. The prospective newsletter editor should establish a variety of methods for people to make contact, including voice mail, e-mail and fax machines. More importantly, successful editors immediately return phone calls and e-mail messages. Some of the most important contributors are columnists, photographers, proofreaders and production workers. Even in the smallest organizations, these responsibilities can be covered by the members and the Board of Directors. Although it's not necessary, it is advantageous to locate people who have visual communications and computer backgrounds. Set yourself up for success by delegating, rather than volunteering to do all the work — and when you tack a copy of your latest newsletter to the bulletin board, don't ever expect to see it again.



The "Fitness" column is a regular feature in the Barracuda Bulletin. This column has its own distinct graphic, an antique style weightlifter.



Masters Coaching School

Presented by The Masters Aquatic Coaches Association
and The American Swim Coaches Association

The ASCA/MACA Masters Coaches Certification School will be held at the IUPUI Natatorium Wednesday, April 26, 2000 from 1pm to 5pm. Room TBA at registration. Bill Volckening Tualatin Hills Barracudas Head Coach and MACA News Editor will direct the school, faculty to be announced. All masters coaches are invited to attend. The Masters Coaches Certification School is the level one ASCA equivalent for Masters Coaches. The School can also be used for continuing education credits for Coaches currently certified level one or higher.

Wednesday, April 26th, 2000

1:00 p.m. - 5:00 p.m.

IUPUI Natatorium

Indianapolis, MN

This four-hour coaching clinic will take place the afternoon preceding the USMS Short Course Nationals in Indianapolis.

Come just one day early and spend the afternoon with our country's most influential Masters Coaches. 20 ASCA Credits.

Pre-Register or register the day of the event.

\$60 Registration (Includes Level 1 Manual) / \$40 for Seminar Only.

For additional details, contact Brian Stack (510) 235-6842 (before 9pm Pacific)
or e-mail: StackB@aol.com

----- cut here -----

Name _____
 Address _____
 City _____ State _____ Zip _____
 Day Phone _____ Evening Phone _____
 E-mail _____ USMS Club _____

Are you a MACA Member? Yes No Are you interested in Joining? Yes

Please Return Forms with checks payable to MACA by April 15th, 2000 to:

MACA Coaching School, 680 33rd Street, Richmond, California 94804



2000 USMS On-Deck Coaching Registration Form

The USMS Coaches Committee offers On-Deck Coaching assistance for swimmers during warm-ups at USMS Championship Events and at the annual United States Aquatic Sports (USAS) Convention. At Championship Events, coaches monitor the sprint lanes during the early morning warm-ups giving swimmers start commands and timing sprints if requested. At convention, coaches devise and conduct workouts for convention attendees. All participating coaches are given a special USMS Coaches apparel item, great for being recognized on deck.

If you would like any additional information about the USMS On-Deck Coaching program, please contact program coordinator Chris Colburn, telephone: (630) 898-6075, e-mail: ChrisColburn@usms.org - or, fill out the form below and mail it to the following address:

Chris Colburn, 4304 Chesapeake Drive #2A, Aurora, IL, 60504-7121

Your Name _____
 Address: _____
 City, State, Zip: _____
 Home Phone: _____
 Work Phone: _____
 E-mail: _____

T-shirt size: small _____ medium _____ large _____ XL _____ XXL _____

<p>2000 USMS Short Course Nationals IUPUI Natatorium Indianapolis, Indiana April 27-30, 2000</p> <p>I can assist during competition warm-up on these days:</p> <p>Thursday, April 27 _____ Friday, April 28 _____ Saturday, April 29 _____ Sunday, April 30 _____</p>	<p>2000 USMS Long Course Nationals University of Maryland (UMBC) Baltimore, Maryland August 17-20, 2000</p> <p>I can assist during competition warm-up on these days:</p> <p>Thursday, August 17 _____ Friday, August 18 _____ Saturday, August 19 _____ Sunday, August 20 _____</p>	<p>2000 USAS Convention Kissimee, Florida October 11-15, 2000</p> <p>I can assist during Convention Workouts on these days:</p> <p>Thursday, October 12 _____ Friday, October 13 _____ Saturday, October 14 _____</p>
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Return to: Chris Colburn, 4304 Chesapeake Drive #2A, Aurora, IL, 60504-7121



USMS Coaches Committee Guidelines & Information

The USMS Coaches Committee is proud to announce USMS On-Deck Coaching.

Description: For the last few years the USMS Coaches Committee has offered On-Deck Coaching assistance for swimmers during warm-ups at USMS National Championship Events and at the annual United States Aquatic Sports (USAS) Convention. Coaches monitor the sprint lanes during the early morning warm-ups at USMS Nationals, giving swimmers start commands and timing sprints if requested. All participating coaches are given a special USMS Coaches T-shirt, great for being recognized on deck. The On-Deck Coaching program has grown in popularity and participation, and we are now offering to help regional Masters organizations develop the program for regional events, such as the Zone Championships.

Procedures: Participating coaches are organized by one group leader. Each group leader develops a list of regional coaches and establishes contact with them. This leader makes assignments according to the availability of volunteer coaches. On the day of the event, each coach is responsible for being on deck near the starting blocks of assigned lanes when the sprint lanes are open during warm-ups. Coaches wear visible, coordinated apparel items to help swimmers recognize them. Each coach observes the area for safety and communicates with the swimmers, offering start commands. If a swimmer requests sprint times, the coach should be prepared to help by bringing his/her own stopwatch.

Guidelines: While serving as an On-Deck Coach, each individual coach is expected to:

- 1) be on time
- 2) maintain professional appearance and conduct
- 3) refrain from using foul or inappropriate language
- 4) refrain from displaying any advertisement or apparel promoting alcohol or tobacco products
- 5) refrain from offering technical advice unless asked
- 6) refrain from wearing On-Deck Coaching T-shirt after warm-up has concluded

T-Shirts: USMS On-Deck Coaching T-Shirts are available for coaches participating in the USMS On-Deck Coaching Program. T-shirts are short sleeve, 100% cotton, highly visible, optic lime green with the USMS On-Deck Coaching logo (pictured above) full-front in blue.

If you would like any additional information about the USMS On-Deck Coaching program, please contact USMS On-Deck Coaching coordinator Chris Colburn, 4304 Chesapeake Drive #2A, Aurora, IL, 60504-7121. Telephone: (630) 898-6075, or e-mail: ChrisColburn@usms.org

USMS On-Deck Coaching, c/o Chris Colburn, 4304 Chesapeake Drive #2A, Aurora, IL, 60504-7121



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!

ANNUAL DUES \$20

Please check one: New Membership Renewal

Name _____

Street Address _____

City _____ State _____ Zip _____

Home Phone _____ Fax _____ Office Phone _____

Birthdate ____/____/____ Please check one: Male Female

E-mail _____

Club Name _____

Club Web Site _____

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

**MACA Registrar
Emmett Hines
4361 Graduate Circle
Houston, TX 77004 USA**



Bill Volckening, Editor
370 NW Island Circle, #B-5
Beaverton, Oregon 97006

INSIDE: Great Resources for Masters Coaches

ATTENTION, MACA MEMBERS:

MACA is working toward improving the profession of Masters swim coaching by developing an “in house” Masters Coaches Certification program. We look forward to hearing from you about what qualities you believe should be expected of a Certified Masters Coach. Please read through the following questions and send responses to Dan Frost (address listed, below):

1) NAME / E-MAIL / PHONE?

2) How many levels of Masters Coaches Certification do you think are necessary (Note: ASCA currently certifies coaches within five levels/tiers, from 1-entry level to 5-fully experienced)? What would you name those levels?

3) Within each of the following areas, what do you believe all Certified Masters Coaches should have, and what additional qualities would set coaches apart from those certified at the basic (lowest) level/tier?

EDUCATION, SAFETY, EXPERIENCE, CONTRIBUTIONS & ACHIEVEMENTS

Thank you for your responses. Please submit them to Dan Frost by e-mail (preferred manner) or via standard post. BUT BEFORE YOU DO, please answer one more question.

I WOULD BE WILLING TO JOIN THE COACHES CERTIFICATION COMMITTEE: YES / NO

Dan Frost
Desertfrost@yahoo.com
2160 California Ave Ste B-179
Sand City CA 93955-3172
(831) 899-7213