

# Fast, Clean and Simple

## 2nd Annual MACA News Web Awards

The Second Annual MACA News Web Awards are here, and this year's group of award winners features a list of outstanding first-time recipients. Six of the ten websites recognized in the LMSC category, and seven of the ten in the Club category are new to the list this year.



This year's evaluation is characterized by some new developments in the evaluation procedure. Web sites found in the USMS Places to Swim section are evaluated for excellence in Design, Navigation, Content, Speed, and Technical Correctness. The highest rated web sites score well in all categories, but as a group, this year's list of winners demonstrate high levels of technical proficiency. One major difference this year was the evaluation committee's decision to award the top ten without providing a ranking for each website. All winners are presented with a "2000 MACA Top 10" award graphic to display on their winning websites. Another change is the committee's decision to evaluate only USMS registered clubs in the Club category.

The MACA News Web Awards recognize many of the outstanding local and regional web communication projects in Masters swimming. Not only does this recognition serve to inspire prospective webmasters, but it serves as a resource for others who wish to improve existing sites. Aside from the United States Masters Swimming Newsletter of the Year Award, there is no other recognition for communications sponsored by any swimming organization in the United States. For the complete list of evaluation criteria, please see page 5.

### 2000 MACA News Top Ten LMSC Websites

This year's big winners in the LMSC category are highly functional, informative, technically proficient, fast loading and easy to navigate. Good design pushes some web sites over the top, but in many cases it isn't the most significant deciding factor. The Top Ten sites are listed in random order.



**Adirondack LMSC (NY)** - (<http://www.adms.org>) - In many ways, the Adirondack LMSC website represents the best of the new Masters swimming websites launched this year. Visitors are greeted with clean, simple design and straightforward navigation. The navigation system features a consistent use of the same main topics in the navigation bar on home page and at top *and* bottom of all other pages. It is a subtle distinction, but one that makes surfing through this site a breeze. Adirondack scored well in Technical Correctness, and the load time is 12 seconds. Congratulations to Webmaster Bill Dow for a job well done.

**Pacific LMSC (CA)** - (<http://www.pacificmasters.org/index.shtml>) - The Pacific LMSC website is a 1999 recipient of the MACA News Top Ten Award. This year, the Pacific website remains one of the Top Ten. According to one member of the evaluation committee, Pacific is "One of the kings of content." Not only does Webmaster Michael Moore do all the basics very well, he produces a very large base of information, a regular e-mail service with news and information, and a secure member information search. In addition



to high scores in Navigation, Content, Design and Technical Correctness, Pacific's 56K load time is 14.6 seconds.



# Letter from the President

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Recently there has been much mental energy expended on how best to get MACA involved professionally and appropriately with the certification of its own members and ALL masters coaches for that matter.

Why certify a masters coach in the first place? Good question. Why get MACA involved in this process when there is another agency already performing this function? Another good question.

The answer may be more involved and mixed with more subtleties than many have pondered. Getting past the obvious aim of producing somewhat higher quality deck personnel by offering to enhance one's coaching abilities with experience and education, there is that air of high quality and competence that is brought into play. And there is that feeling we all have at one time or another of running our own show, controlling our own destiny, steering our own ship...I think you get it.

As people who lead people, there is one thing we coaches all seek to improve: our self-worth. To be licensed, board-certified, or found competent by peer-review connotes ability to perform. Having credentials usually affords the holder with the three "P's": PRESTIGE, POWER, and PERFORMANCE. To be without credentials leaves one open to question of experience, education, and the ability to perform...in a word: mediocrity.

That said, the second question of where these credentials arise comes into play. ASCA has certified several masters coaches over the years (I have earned a level 5 certification, the highest available) and seemingly without undue difficulty. But it took me a few years and a devotion to a goal to perform the required tasks. My initial motivation was for my age-group coaching. When I wanted to include Masters certifications, I was given the impression that Masters coaching and Masters swimming in general were rather insignificant in the grand picture of ASCA's view of the aquatic world.

This did not deter me from my desire to obtain any and all certifications I could. Now that a few intrepid MACA people are solidifying thoughts as to self-determination regarding this certification process, I am all for it. I fully realize the large tasks that lie ahead, but we are leaders (at least on deck), and leaders get things done!

Ed Nessel  
MACA President

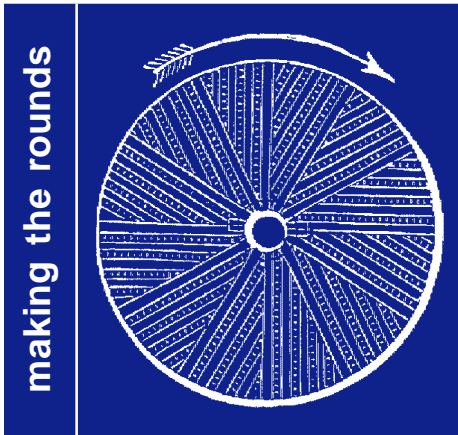
# Letter from the Vice President

Dear Coaches,

I have had an enjoyable first year of my term as MACA's Vice President. Actually, I was really hoping for a year where I would not have to do anything, but could take credit for all the good things that happen during this administration's term. You know, just like any vice-president would expect.

Instead, the members of MACA have done well in creating enough work to keep me busy for the full year. I remember it beginning last October when Ed and I discussed about following up on projects that were initiated at the convention. As you know, we decided then to stop the practice of automatically renewing everyone's memberships for free and to start collecting dues again. Ed let me supervise the follow-up on the membership drive, and when Don Mehl decided to retire as the Membership Chair, I ended up inheriting my first leadership challenge, all within my first month of taking office. Fortunately, for me and for you, Emmett Hines was convinced to replace the irreplaceable Don. Thanks to Emmett, we have slick-looking laser-printed membership cards, and I feel even more successful than Al Gore.

Another task that has kept me busy is the occasional needling I give to our newsletter editor. Bill Volckening has been busy throughout the year working as the USMS Editor for SWIM Magazine, and doing a little bit of Masters coaching as well. So, finding ways to subtly remind him that a MACA newsletter deadline was approaching was always a challenge. I was almost forced into making crass, overt reminders when I realized that the fine newsletters that he has published are best made when the editor is happy and unhurried. Besides, I would always get his answering machine anyway.



I also helped judge our second annual MACA Top Ten website awards. Imagine trying to surf the web with a purpose! For a while, I had to set aside my E-Bay browsing and my prolific commentaries on the USMS.org discussion forum and look at nothing but Masters swimming websites. It was dizzying to the eye, but it is obvious that the presence of Masters swimming on the internet has grown in both quality and quantity. I am hoping that this year's winners will see positive changes in their organizations as a result of their websites, and that others will see the benefits of a good website and the items helping a site make the Top Ten. My thanks to Bill, who started the awards last year, and USMS Webmaster Jim Matysek for his help in administering this year's evaluation.

I also got to head up a committee reviewing the Masters coaches certification program. After speaking with some coaches and attending a couple of coaches clinics earlier in the year, it seemed to me that the current certification program was falling short of fulfilling the needs of the Masters coaching profession. Ed, Bill, Emmett, Brian Stack, Lucky Meisenheimer, and Carol MacPherson spent the better part of a half-year exchanging e-mail messages with me about what could be done to improve the certification process. Actually, they really spent half a year reading a countless string of my crazy ideas, and then decided to tell me what would really work. The consensus of the committee was that the current program is good, but that it could be promoted better. At the convention, you will be presented with the ideas that the committee members developed. I hope that you will consider taking the next step and volunteer to spearhead some of the initiatives suggested to help promote Masters coaching certification more effectively.

So, what lies ahead for the next year? Bill has been able to settle down into a quarterly production cycle for the MACA News, and he has also started a new website for the organization. My vision for the MACA News is that it becomes more highly regarded as a professional journal for Masters coaching, just like The New England Journal of Medicine is to the medical profession. Being published in the MACA News should be viewed as matter of professional prestige, and I encourage our members to seek that prestige. The website, certainly, will also get better and perhaps develop a life of its own. Of course, I am sure that you will think of some more ways to keep me busy as the Vice President.

At your service,  
Dan Frost

# Introducing: “www.macacoach.org”

The Masters Aquatic Coaches Association proudly introduces the MACA website! Launched in July 2000, the new website is designed to be a source of information and growing resource for Masters coaches worldwide.

The website features original design, straightforward navigation, rapid load time and a substantial amount of information. To organize, design, publish and maintain a web site of this magnitude is a very large project. Managing over two million bytes of information, available to people around the world, is a tremendous responsibility. The MACA website currently contains more than 30 different pages, including articles, all of which are carefully maintained with close attention to detail. The site contains several sections, including:

**Administration-** The Administration section features a directory of MACA Officers, with e-mail links to each officer.

**Articles-** The Articles section contains several informative articles written specifically for Masters coaches. The list of authors includes: Dan Frost, Marty Hamburger, Emmett Hines, Dick Jackson, Wayne McCauley, Jim Miller, M.D., Ed Nessel, Scott Rabalais and Paul Windrath.

**Awards-** The Awards section includes information about the MACA News Web Awards, including a list of winners for 1999 and 2000. This section is also scheduled to include information about the MACA Lifetime Achievement Award, including the nomination criteria and a list of past recipients.

**Certification-** The Certification section contains information about how to become a professionally certified Masters coach through the joint certification program offered by MACA and the American Swimming Coaches Association (ASCA). For the first time ever, the certification materials are available online as a downloadable PDF file.

**Membership-** The Membership section contains information about how to join MACA, including a PDF registration form. As with all pages containing PDF files, there is a link to the Adobe site, where visitors may easily download the free Adobe Acrobat Reader software needed to view the files.

**Newsletter-** The Newsletter section contains an archive of all

[administration](#) | [articles](#) | [awards](#) | [certification](#) | [membership](#) | [newsletter](#) | [links](#) | [e-mail](#)



Welcome to the Masters Aquatic Coaches Association (MACA) Website! 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.

2000 MACA News Web Awards



The MACA News Web Awards recognize many of the outstanding local and regional web communication projects in Masters Swimming. Not only does this recognition serve to inspire prospective webmasters, but it also serves as a resource for others who wish to improve existing sites. If you would like to nominate your favorite Masters swimming club or LMSC web site, please [send an e-mail](#).

[administration](#) | [articles](#) | [awards](#) | [certification](#) | [membership](#) | [newsletter](#) | [links](#) | [e-mail](#)

url: <http://www.macacoach.org>  
If you have questions or comments, please contact the [webmaster](#)

newsletters published by MACA since April, 1999. These newsletters appear in full color, as PDF files. As subsequent editions of the newsletter become available, they will be added to the Newsletter section. The section also provides information about how to submit materials for publication.

**Links-** The Links section provides a growing list of related links, selected specifically for the benefit of Masters coaches. Current links include: The American Swimming Coaches Association (ASCA), United States Masters Swimming (USMS), USA Swimming and Swim Info, which is the home of SWIM, Swimming World and Swimming Technique magazines.

Visit the MACA Website today! <http://www.macacoach.org>. For additional information about the new MACA website, please contact webmaster Bill Volckening: [MACAnews@aol.com](mailto:MACAnews@aol.com).

# MACA News Web Awards: Evaluation Criteria

*This year is the second year MACA has sponsored awards for Masters swimming websites. Last year's awards were very popular and we are pleased to see the awards becoming a part of the Masters swimming tradition. After last year's inaugural MACA News Web Awards, many people asked for additional details about the evaluation criteria. Here is the criteria used in this year's evaluation:*



**Design:** How does the look and feel of the web site strike you, ignoring such factors as load time and navigation? Is the color scheme pleasing and unobtrusive? Can you read all of the words on the page easily, without background colors and/or images impeding your reading? Are there annoying animated gifs all over the place, distracting your eyes from reading the content? Are mouseovers required to use the site, and if so, is it intuitive to the visitor that they have to move the cursor over an image to get something to happen? Does the site have a splash page? If so, does it help the site or hurt it? The resulting score is a 0-20 point score, based strictly on the judges opinion.

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**Navigation:** Can you easily get around the web site and not get lost? Can you get back to the home page or main navigational page easily from anywhere within the site? How easy is it for a non-member checking this organization out to find the essential information about this organization? How easy is it for a member / frequent visitor to find up-to-date information or information

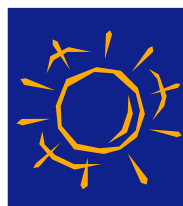
they are likely to revisit often (e.g. records, member lists, calendar, news)? The score is a 0-20 point score, with up to 10 points given for overall ease of navigation and up to 10 points given for ease of finding the most essential information for a variety of visitors (potential members finding membership info, members finding results, etc.).



**Content:** Rate the content of this site. All sites need to have membership / contact information, preferably including membership forms and instructions on how to fill them out/who to send to if necessary. Not having this information should deduct up to 5 points from this category. Other points should be deducted for not having a schedule/calendar of events or having one that is severely outdated (3), not having event results (3), not having records (2), not having officer / contact listings (2), not having workout times for team sites (3), not having pool locations/directions for team sites (3), and possibly others. These are just essential items that belong there. Additional points are awarded for extra content that is out of the ordinary, such as good training articles or an

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interactive area such as a discussion forum or regular chat session, or an excellent picture gallery. It is important to evaluate this category from the perspective of the three main customers: potential members, members, and visitors from other LMSCs/clubs. The first two are obviously more important than the third



**Speed/Load Time:** This category is limited to one vote based on the average page load time for the home page (not a splash page) found at [websitegarage.com](http://websitegarage.com) for 56K modems. The score is given on a continuous scale with the following breakpoints:

-less than 5 seconds:	20 points
-less than 10 seconds:	15-19 points
-less than 20 seconds:	10-14 points
-less than 60 seconds:	5-9 points
-greater than 60 seconds:	0-4 points

If interior pages of a web site are significantly slower/faster than the home page, the evaluators discuss how to score that site.



**Technical Correctness:** This category is limited to one vote, using the [websitegarage.com](http://websitegarage.com) results as a guideline for the categories of HTML correctness, Browser Compatibility, Dead Links, and Spelling, assigning up to 5 points each. For each of these categories, the Web Site Garage score is adjusted based on acronyms used, and innocuous browser incompatibility issues (putting `bgcolor=white` in the BODY tag should not be an issue, even though some old browsers don't recognize this). Points are also subtracted from the final score in this category for any JavaScript errors reported when browsing the site, images not found, gross content errors, or significant viewing degradation when turning off frames, JavaScript, or image loading (the Opera browser lets you do this easily), or if the page looks totally different or nonfunctional on another browser.

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NOTE: Evaluation criteria is reviewed each year, and is subject to periodic revision by the evaluation committee.

# 2000 MACA News Top Ten LMSC Websites

(continued from page 1)



**San Diego Imperial LMSC (CA)** - (<http://www.simasterswim.org/>) - At first, the San Diego Imperial LMSC website resembles a lot of the other LMSC websites in its simple design elements. But there's no mistaking the site's depth and sophistication in terms of information delivery. It is not only one of the fastest loading sites on the list, but it is very easy to navigate, technically correct and loaded with information. The home page loads in less than six seconds. Webmaster Nancy Kemper provides a valuable commodity -- an easy, straightforward surf.

**Lake Erie LMSC (OH)** - (<http://www.mindspring.com/~lakeeriemasters>) - The Lake Erie LMSC website is similar to San Diego website in its use of very simple design elements. The Lake Erie website is outstanding in many ways, particularly in Load Time and Technical Correctness. Webmaster Mark Assel covers all of the basics and provides a home page that loads in six seconds. Lake Erie is fast, simple, highly informative and easy to navigate.

**LAKE ERIE  
MASTERS  
SWIMMING**



**Utah LMSC (UT)** - (<http://www.utahmasters.org>) - Utah LMSC is one of the most distinctive new websites to appear on the scene this year. The team of Gary Shaw, Matt Walters and Dell Blair have produced a professional looking home page, which the evaluators agreed was representative of the best design in LMSC websites. The home page navigation features a slick mouseover effect combined with a large, professionally designed logo. This navigation system is easy to follow and consistent from the home page to the interior pages, and the site loads in 14 seconds.

**Florida LMSC (FL)** - (<http://home.att.net/~floridalmsc>) - Florida LMSC returns to the MACA News Top Ten list for the second year in a row. The Florida website features all original design, including graphics, background, and navigation buttons. The highly-rated navigation system is easy to use and consistent throughout all pages. Technically, the HTML design, browser compatibility, spelling and active links all checked-out well in the Web Site Garage diagnostic. The site also loads in less than ten seconds and contains some great original articles, including the "Ask the Swimming Doctor" newsletter column written by Dr. Paul Hutinger. Kudos to Webmaster Dick Brewer for maintaining a high-quality website.



**Pacific Northwest LMSC (WA)** - (<http://www.swimpna.org>) - PNA is another site to return to the MACA News Top Ten list for LMSCs. In last year's evaluation, PNA's website was called "one of the most influential and innovative LMSC sites" -- and webmaster Jim McCleery has definitely upheld this rating. Aside from pristine design and excellent navigation, one of the most outstanding features of the PNA website is the award winning newsletter, The Wet Set, which is edited by Sandy McNeel. The Wet Set, 2000 USMS Newsletter of the Year, is available as a fully-formatted PDF file, giving outside visitors great reason to continue visiting the site. The home page loads in 12 seconds.

**Gulf LMSC (TX)** - (<http://www.gulfmastersswimming.org>) - Last year's top LMSC website returns to the MACA News Top Ten for a second time. Gulf Webmaster Sheila Baskettt has continued to maintain a high-quality website that is highly rated in all categories. Gulf loads in 9.5 seconds with a 56K modem. Technically, the site is near perfect. It is universally compatible with all of the major browsers, has excellent HTML Design, no spelling errors or broken links, and is very easy to navigate. One of the most outstanding aspects of the Gulf LMSC website is the content. There are several interesting and informative articles to be found inside.



# INSURANCE MATTERS

The following information is from Sandi Blumit, of Peak Insurance. It covers insurance matters regarding USMS coaches:

1. Regarding USMS coaches and certifications, this is not really an insurance matter but rather a matter of USMS policy. There is no such thing as a USMS Masters coach membership. Therefore, there are no certification/credential requirements because no such animal exists! The insurance coverage provided by USMS requires that ALL individuals involved in a practice, workout, meet, dryland training-INSURED ACTIVITIES, be members of USMS and that the activity (practice, workout, etc.) be under the DIRECT SUPERVISION of a USMS member.

2. INSURED ACTIVITIES are limited to the following:

1. Sanctioned Meets.
2. Recognized Meets (refer to USMS Rules & Regulations for definition)
3. Swimming practice where all participants are members of USMS or USA Swimming\*, and must be under the supervision of a USMS member of USA Swimming Certified Coach\*.
4. Swimming tryouts under direct supervision of a USMS member of USA Swimming Certified Coach. The tryout period may not last more than 30 calendar days in a 12 month period for any one individual. There is not any coverage provided for the non-member participants during the tryout period. They would have to "look" to their own personal health and/or liability insurance for coverage.
5. Preapproved social events where alcoholic beverages are not sold.
6. Preapproved fund raising activities.

\*It is necessary to have a USA Swimming Coach supervising the practice/tryout if any USA Swimming member is involved in the activity.

3. The USMS Insurance Program provides General Liability and Excess Liability (\$10,000,000 in limits) coverage which protects members in good standing, "coaches", USMS teams, LMSCs and USMS, itself, for claims brought against any of the foregoing for negligent acts resulting in Bodily Injury or Property Damage. Coverage is also provided for Products (sale of food, swimming incidentals as long as the sales are not a major revenue producer), Personal Injury-which includes such things as libel, slander, defamation, invasion of privacy, etc. and Medical Payments for spectators. Additionally, each member of USMS has coverage for Excess Accidental Medical/Dental expenses. e.g. A swimmer misjudges where the wall is when doing the back stroke and hits their head on the wall. Bump on head. Swimmer would file a claim with their own health insurer first. Anything not paid by that insurer would be paid by the Excess Accidental Medical/Dental coverage (reasonable and customary). If there is no primary health insurance available, a \$100 deductible would apply.

4. The insurance coverage provided by USMS for its members, clubs, LMSCs, etc. is a benefit of membership. As long as the individual or entity is a member in good standing and the activity being held is an "Insured Activity" the insurance is in force.

5. Getting back to the coach qualification issue, we would strongly recommend that those who coach have CPR and First Aid minimally. Ideally, these individuals should be encouraged to take one of the following three courses and update their certifications in same as appropriate: Water Safety Training, Life Guard Course or the Safety Training For Swim Coaches.



# WHO NEEDS WATER?

## Improving swimming through dry-land fitness

By Dan Frost

I started exploring the subject of dry-land exercises for swimmers a few years ago, mostly driven by pure necessity. You see, I was a U.S. Navy flight officer spending six months aboard an aircraft carrier about 6000 miles from home, and far enough away from any swimming pool. My goal was to come back from my deployment able to swim as well as I did before leaving. My problem was trying to do that without much opportunity to actually swim.

The value of other exercises and physical activities in improving swimming performance seemed to me to be a source of great debate. I have heard people say things like “The only way to being a better swimmer is to swim (faster),” but I know that all of the college swim teams do various exercises away from the pool. Nonetheless, many experts agree that there are certain dry-land exercises which can improve your swimming. Terry Laughlin, famous for his Total Immersion swim camps, has what he calls his “Rule of 70.” His principle being that 70 percent of swimming performance comes from swimming technique and skill; the ability to efficiently propel through water. The remainder (I assume) is fitness. It is important to recognize that there are two distinct facets of swimming performance: Fitness and skill.



I think of the skills of swimming as perishable, in that they tend to fade away without practice. In many ways, it is like learning to ride a bicycle or landing a plane on an aircraft carrier...Once you learn how to do it, you do not forget, but you do not perform either task well if you have not practiced for a while. We can only practice swimming skills in the water. However, remember that skill is only a part of swimming well. Improving fitness can be done both in and out of the water.

According to coach Ernest Maglischo in his book *Swimming Even Faster* (pg. 69-71), “The major adaptations [in swim training]...take place in the muscular system. Adaptations in the respiratory and circulatory systems, while probably contributing to improvements in performance, are not as important as those that are produced in the muscles.” Here he explains that there are Central training effects which improve the cardiovascular system through various forms of exercise, and Peripheral training effects improving only the specific muscle fibers exercised.

Exercises away from the pool can help our swimming, particularly if they provide the peripheral training effects. That is, they must work, or specifically train, the same muscles used in swimming. Other exercises that do not provide peripheral training effects (e.g., running) provide central effects that help to improve general conditioning. College swimming teams routinely advocate general conditioning workouts in the pre-season and early season in order to get the body in shape before the long swimming workouts begin in earnest.

## Improving swimming through dry-land fitness

There are four different types of dry-land activities that can help your swimming: Stretching, Abdominal Exercises, Weight Training, and General Exercises.

Stretching is an activity that can be done practically

Your ability to convert your mechanical energy into propulsion in the water depends in part on your flexibility, and thus your ability to move water faster and in the proper direction. Proper stretching also helps to keep your muscles warm and limber, reducing the chances for injury. Many books on swimming have chapters on proper stretching techniques (it can be dangerous if overdone). This is one task that I have found easy to do while on the carrier.

I particularly note Abdominal Exercises apart from resistance/weight training in general for two reasons. One reason is that the “abs” are a key aspect of swimming, being the source of power for proper body rotation, propulsion through the legs, and turning. The other is that no special apparatus or machine is required to do these exercises. I recommend performing exercises that are “spine-safe” in that they do not place undue stress on the spine and lower back. Instead of full sit-ups, use crunching movements instead. A company called Health for Life publishes a small manual called *Legendary Abs II* that I recommend because I have seen college programs like Stanford University pick up on the same exercises. I too have no problem doing these exercises aboard ship.

Many advocates of Weight Training advocate “circuit training” among various exercise stations. They also recommend



specifically targeting the muscles like shoulders, back and arms for the peripheral training effects. A number of coaches, physicians and fitness experts have advocated resistance training to combat the effects of aging. Again, many swimming books have sections on weight training, although not all agree on the specific exercises that should be employed. Maglischo, for example (p. 644), recommends against pushups, military presses and dips because of the strain these exercises exert within the shoulder. If you can find a good fitness club or gym with a weight training room, there is usually a certified trainer there who can advise you on starting a beneficial program. Also, it is a good idea to lift after swimming if you choose to do both on the same day. I am fortunate enough to have two small weight rooms aboard my carrier, but rarely use them because I must share the facilities with 5000 other sailors. When I do get into the gyms, I use the machines for triceps presses, lat pulldowns, chest presses and leg curls. There are a number of other exercises that I do aboard ship which should help my swimming to some degree. I have a pair of stretch cords that I use for resistance training either with swimming stroke movements or with pressing/pulling movements. Jogging on the flight deck or riding stationary bikes help with cardiovascular fitness and leg strength. Other fitness exercises often mentioned for improving swimming include the use of swim benches and medicine balls. Also mentioned are plyometric exercises utilizing powerful jumping movements. Hopefully, these ideas will help you become a better swimmer as well as a more rounded athlete.

(reprinted from the *Wet Set*, July 1996)

# 2000 MACA News Top Ten Club Websites

This year's Club category has seven new winners, which is a result of several factors. The 2000 Club category is limited to USMS registered Clubs, which narrows the field by approximately 35%. Several high-quality websites, such as 1999 Top Ten recipient Team New York Aquatics, are excluded for this reason. All of this year's winners are highly functional, informative, technically correct, fast loading and easy to navigate. The Top Ten sites are listed in random order.



**Stanford Masters Swimming (CA)** - (<http://www.stanford.edu/group/masters/>) - Stanford is in the MACA News Top Ten for the first time in 2000, and Webmaster John Owens deserves credit for creating a well-organized, excellent website. Not only is their home page clean and professional looking, but it loads in 8.8 seconds and features above average technical correctness. One of the highlights is the newsletter section, which keeps members well informed.

**Dallas Aquatic Masters (TX)** - (<http://www.damswim.com>) - The Dallas Aquatic Masters website is another new addition to the MACA Top Ten List this year. The site features outstanding design, excellent navigation and thoroughly written content. One of the most redeeming qualities of the Dallas Aquatic Masters website is the way the information is presented. Everything is neat, clean and straightforward. Kudos to webmaster Linda Rolfes for creating one of the best new websites of the year.



**Fins Aquatic Club (PA)** - (<http://www.philadelphia-fins.org>) - The FINS Aquatic Club website is new to the MACA Top Ten List this year, and it is one of three clubs affiliated with International Gay and Lesbian Aquatics (IGLA) featured in the Top Ten Club Websites. Visitors are greeted with clean design, informative content and consistent navigation. The home page loads in 12 seconds and scores exceptionally well in Technical Correctness. Congratulations to webmaster David La Fontaine for producing an outstanding website.

**San Mateo Marlins (CA)** - (<http://www.webgal.com/marlins>) - The San Mateo Marlins have a tradition of great swimming, and now they have a tradition of excellent web communications. The Marlins website is one of only three returnees to the MACA Top Ten Club Websites this year. Webmaster Dana Hunter continues to produce one of the best sites on the web. The home page loads in 19 seconds, and the website scores very well in Design, Content, Navigation and Technical Correctness.



**District of Columbia Aquatic Club (DC)** - (<http://www.swimdcac.org>) - The District of Columbia Aquatic Club (DCAC) concludes a highly productive year by making the MACA Top Ten Club Websites list for the first time. DCAC is the most successful IGLA affiliated club in the United

States, and their website has officially become a part of their success by making the MACA list. DCAC scored well in a majority of categories, including Design, Content, Navigation and Technical Correctness. The home page loads in less than 19 seconds. Congratulations to webmaster Brian Gluckman for producing an outstanding website.

**Atlanta Rainbow Trout (GA)** - (<http://www.atlantarainbowtrout.com>) - The Atlanta Rainbow Trout website is another new addition to the MACA Top Ten Club Websites.



The site features innovative Design, exceptional Content, user-friendly Navigation and outstanding Technical Correctness. The home page loads in 13 seconds, providing visitors with a surplus of information about Atlanta's largest IGLA affiliated club. One of the highlights of the site is the swim tips section containing basic information for anyone learning swim lingo.

# 2000 MACA News Top Ten Club Websites

(continued from page 6)



**Alexandria Masters Swimming (VA)** - (<http://members.aol.com/SwimSite>) - The Alexandria Masters Swimming website is new this year to the MACA Top Ten List. The website has most everything a great website should have. It is very well organized, highly informative, nicely designed, and easy to navigate. The home page loads in less than 8 seconds. Congratulations to

webmaster Ray Novitske for producing a high-quality website.

**Southern California Aquatics (CA)** - (<http://www.swim.net/scaq>) - The Southern California Aquatics website returns to the MACA Top Ten List for a second year in a row, and it is one of the most improved websites on the list. The SCAQ is an outstanding example of the importance of a great website to a large organization. SCAQ is professionally designed, loaded with information, easy to navigate, technically near flawless and loads in 5.57 seconds.



**Menlo Masters (CA)** - (<http://www.menlomasters.com>) - The Menlo Masters website was honored in last year's MACA Top Ten List. This year, it is even better. The site features professional design, excellent information and consistent, user friendly navigation. The site

loads in 7.95 seconds and has a variety of interactive features, including a discussion forum and the annual February Fitness Challenge leaderboard. Congratulations to Webmaster Katie Stepper for maintaining an excellent website.

**Greater Columbus Masters (OH)** - (<http://www.gcsto.com/Masters/masters.htm>)

The Greater Columbus Masters website is fast, clean and simple. The website features a good, solid base of information, including outstanding new swimmer information. The website scores high in all categories with user friendly Navigation, near flawless Technical Correctness and unobtrusive Design. Greater Columbus loads in a remarkable 4.72 seconds, which makes it one of the fastest loading Masters swimming websites. Details such as the e-group e-mail directory subscription box demonstrate a subtle, yet well-informed mastery of web communications. Congratulations to Webmaster Eric Davis for producing a top-rated Club website.



# 2000 MACA News Top Ten LMSC Websites

(continued from page 6)

**Oregon LMSC (OR)** - (<http://www.swimoregon.org>) - The new Oregon website has been online since March 2000, and features original design, easy navigation, speedy load time and a growing collection of informative articles. Oregon is fast, clean and simple, and scores very well in all five categories. Technically, Oregon LMSC has highly rated



HTML design, flawless spelling, 100% accurate active links and universal browser compatibility. The navigational links appear at the top and bottom of all internal pages, making the site a breeze to navigate. The site features several articles generated by members of the LMSC, including a growing

collection of health and fitness articles by Oregon LMSC Secretary Dr. Jody Welborn, whose writing has appeared in SWIM Magazine. Webmaster Bill Volckening maintains a well-organized home page that loads in 6.87 seconds.

**Niagara LMSC (NY)** - (<http://www.niagaramasters.org>) - The Niagara LMSC website is a top quality project in every way. Not only is it highly functional, technically flawless and informative, but it is exceptionally easy to navigate. One evaluator called the navigation "excellent and consistent, among the best." The load time for the Niagara home page is most impressive. With a 56K modem, the load time is an incredible 2.16 seconds! Technically,



Niagara LMSC has highly rated HTML design, flawless spelling, 100% accurate active links and universal browser compatibility. Rated excellent in a diagnostic evaluation from websitegarage.com, the Niagara website is an outstanding example of user friendly technical prowess. Niagara Webmaster Jim Matysek, who is also the

USMS Webmaster, clearly knows a thing or two about producing a top-rated LMSC website.

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

**INSIDE: MACA News 2000 Web Awards for Clubs and LMSCs**



**Last Call! Don't let your MACA News Subscription come to a 'Dead End', renew your MACA membership today. Renewal forms have been mailed, and additional forms are available in this edition of the MACA News. If you would like more information, please contact Membership Chair, Emmett Hines (see contact information, page two).**



# 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

Registration year runs Nov. 1 through Oct. 31. Registrations submitted June 1 through Aug. 31 are prorated to \$10 for the remainder of the registration year. Memberships submitted Sept. 1 or later must be accompanied by a \$20 payment and are good through Oct. 31st of the following year.

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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 \_\_\_\_\_  
 Birthdate \_\_\_\_/\_\_\_\_/\_\_\_\_ Please check one:     Male     Female

*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**