

USMS Marketing Resources

Kyle Deery

Friday, September 13, 2013

USMS Convention

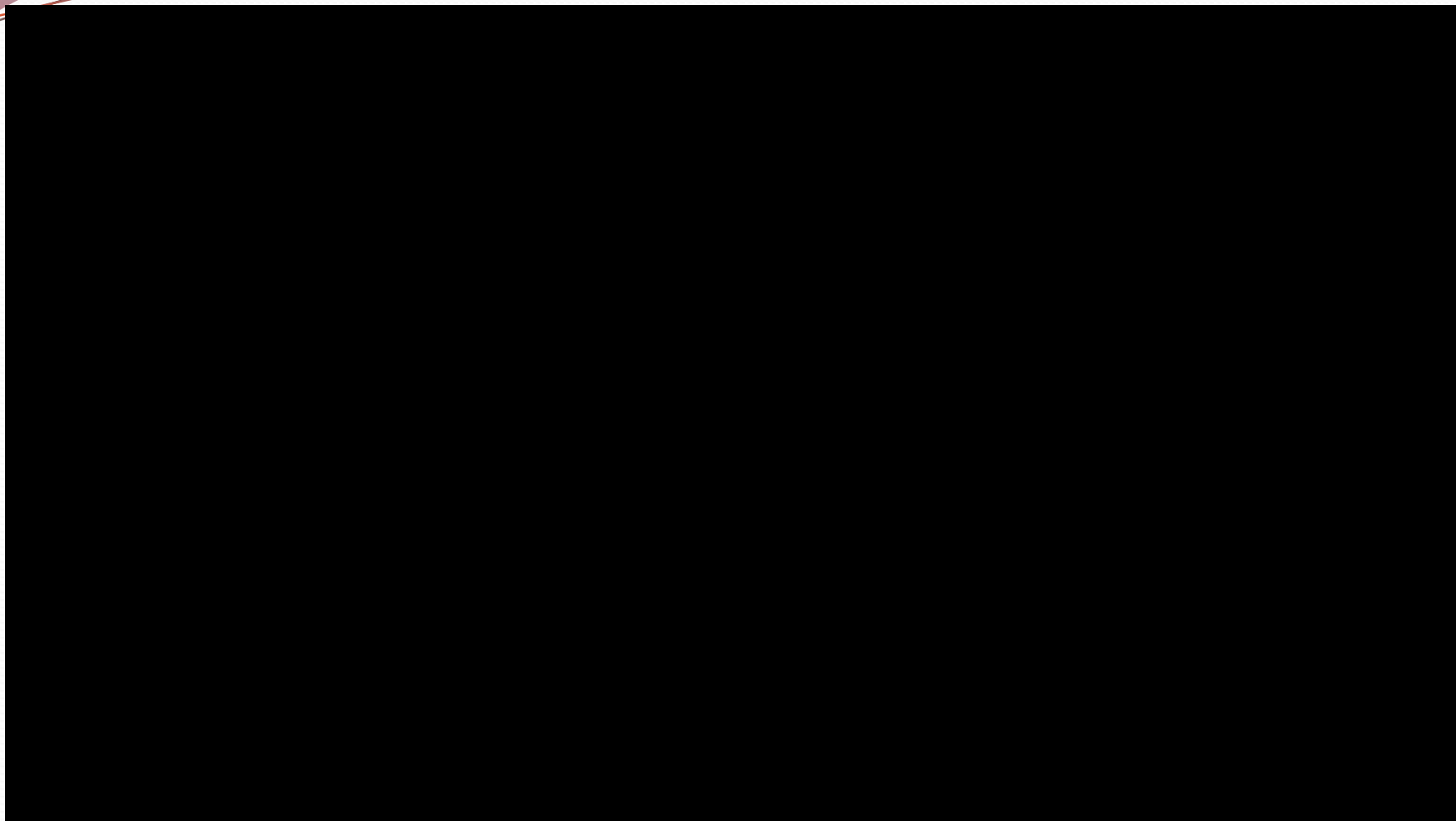


**U.S. MASTERS
SWIMMING**

Using the tools that USMS has already created

...And how you can benefit from them





[Video on the website](#)

USMS Marketing Resources

- Banners
- Brochures
- Decals
- Static-cling Stickers
- Swim Caps
- Bag Tags



**U.S. MASTERS
SWIMMING**

USMS and Co-Branded Banners



Brochures



U.S. MASTERS SWIMMING

What is U.S. Masters Swimming?
U.S. Masters Swimming (USMS) was founded in 1970. A non-profit corporation, USMS supports more than 1,000 adult swim programs in 52 regions throughout the United States. We have more than 50,000 individual members, ranging in age from 18 to over 100. On the local level, most USMS swim programs offer structured practices and training assistance from trained swim coaches. Pool and open-water races provide opportunities to compete and measure individual progress at the local, state, national and international levels. USMS programs also offer stroke and technique clinics, workshops, instruction, and social functions. USMS programs draw people from all walks of life and provide their members with a community that offers active support for a healthy lifestyle through aquatic fitness, friendship, and camaraderie.

How do I find a local Masters program?
Masters swim programs exist in many places including local YMCAs, community pools, health clubs, country clubs, and colleges and universities. Many Masters teams are also connected to USA Swimming age-group programs. To find a program near you, simply search the "Places to Swim" section of usms.org or call us at (641) 256-USMS (8767).

Who can join?
Anyone 18 years of age and older is invited to join a local program and become a USMS member. Programs are open to fitness, competitive, open water, and triathlon swimmers alike. Whether you have just taken your first strokes in a swim lesson, are trying to break a national record, or just want to stay fit, U.S. Masters Swimming provides a fun and friendly atmosphere for you to work toward your individual goals. You don't have to be racing the clock to experience the rewards and support found in U.S. Masters Swimming.

What are the benefits of a USMS membership?
When you become a member of U.S. Masters Swimming you join a community that shares your interest in fitness and love of the water. Your membership benefits include:

- Opportunity to participate in USMS organized workouts
- Exclusive access to online coaching at usms.org
- Subscription to SWIMMER magazine and the member e-newsletter
- A team.org identity and blog to share photos and stories and connect with swimmers around the country
- Opportunities to compete in more than 500 sanctioned USMS events at the local, regional, national and international levels. These include pool and open-water competitions, clinics and fitness challenge events.
- The ability to track your progress via a personal online fitness log
- National tracking of your competition swims
- Recognition and awards for your performance
- Additional insurance coverage while participating in USMS sanctioned events
- Access to scholarships and grants
- Education and certification programs for coaches
- Volunteer opportunities
- Exclusive sponsor discounts

and so much more! Join TODAY at:
www.usms.org

Proudly associated with:

**Promoting Health, Wellness,
Fitness and Competition
Through Aquatics...**

**U.S. MASTERS
SWIMMING**

**Team Information
Here**

Find YOUR local U.S. Masters Swimming program at www.usms.org

**U.S. MASTERS
SWIMMING**



Decals/Static-cling Stickers



USMS Oval Sticker - 5.5" x 3"



Swim Caps/Bag Tags



Magazine, Calendar, Streamlines, Forums



STREAMLINES

U.S. MASTERS SWIMMING

July 2013 Greetings!

In This Issue
 Gold Medal Delivery
 2013 Summer Nationals
 New to Butterfly?
 Becoming A Real Swimmer
 Pool-Arm Wrap-Up
 Yoga for Swimmers
 Summer Fun Video Screen
 Have You Moved?
 Ready Cool Swimsuits
 We've got Social
 Seen on Facebook

Swimming for Life!
 Your Friends at U.S. Masters Swimming

Gold Medal Delivery Video

By now you've heard that Olympians Jason Lezak and Emily Silver made a special appearance at Spring Nationals, but have you seen the video?

Jason Lezak Swims Surprise Anchor Leg at USMS Nationals & Makes SwimOutlet Gold Medal Delivery

In addition to a great video, SwimOutlet.com is running a catchphrase/meme contest that will be judged by Lezak himself. Winning prize package includes a 2-year USMS membership, a \$100 SwimOutlet gift card, a custom swim bag, and more! Visit the [contest page](#) to see what all the fuss is about.

The USMS Open Water/Long Distance Season is under way!

Congratulations to the USMS 1 Mile swimmers in Lake Del Valle last month. [Results are up.](#)

These great championship races are just around the corner.

- 1.3 Mile Open Water, Dana Point, Calif. (August 4)
- 2-Mile Cable Swim, Lake Placid, N.Y. (August 17)

U.S. MASTERS SWIMMING

Discussion Forums

USMS.org What's New? Forum Blogs Gallery

New Posts Private Messages FAQ Calendar Community Forum Actions Quick Links Advanced Search

Forum > General > General Swimming-Related Discussions

Gulfstream Pools & Spas

www.gulfstreampools.com

Tampa Bay Area's #1 Pool Builder Check Out This Month Specials.

Page 1 of 418 1 2 3 4 5 11 51 101 ... Last »
 Threads 1 to 25 of 10450

Forum: General Swimming-Related Discussions
 Any swimming-related topics not covered in one of the other top level topics. Non swimming-related topics should be posted in the NGR forum.

Title / Thread Starter	Replies / Views	Last Post By
vasa trainer disassembly/moving? Started by ScottE, August 22nd, 2013 11:29 PM	Replies: 2 Views: 146	fatboy August 27th, 2013, 01:25 PM
Swimming in Paris? Started by Red60, June 22nd, 2013 03:58 PM	Replies: 11 Views: 671	Swimpro August 27th, 2013, 09:57 AM
2013 FINA World Championships Barcelona Started by ande, November 21st, 2012 12:32 PM	Replies: 29 Views: 3,109	ande August 26th, 2013, 11:00 AM
Poll: Timing for a meet. Started by thowookoo, August 20th, 2013 02:33 PM	Replies: 14 Views: 572	funkyfish August 25th, 2013, 01:25 PM
Total Immersion - Does it work? Started by inge clark, August 4th, 2013 08:23 PM	Replies: 36 Views: 2,399	funkyfish August 25th, 2013, 01:20 PM
Longhorns UT University of Texas at Austin Started by ande, September 27th, 2008 07:30 AM	Replies: 78 Views: 11,401	ande August 24th, 2013, 07:33 PM
Best Swim Mask Started by toppin64, August 23rd, 2013 05:36 PM	Replies: 2 Views: 176	Bobinator August 24th, 2013, 06:04 PM
2013 Summer Nationals in Mission Viejo Started by ElaineK, May 18th, 2013 04:08 PM	Replies: 87 Views: 5,308	ElaineK August 24th, 2013, 03:24 PM
Video Analysis Started by stephenhcock, August 12th, 2013 10:50 AM	Replies: 2 Views: 275	Swimpro August 24th, 2013, 11:52 AM
Breaststroke Video Analysis Started by ChillingSoul, August 16th, 2013 04:54 AM	Replies: 3 Views: 372	Swimpro August 24th, 2013, 10:27 AM
Oldest world swimming champions Started by ooi, August 23rd, 2013 12:52 AM	Replies: 2 Views: 272	debaru August 23rd, 2013, 08:48 PM
How can I do a fast turn while using inverted breaststroke? Started by abowimmer, August 23rd, 2013 01:13 PM	Replies: 3 Views: 208	Midas August 23rd, 2013, 03:35 PM
In what countries is masters swimming "big"? Started by Andy1978, August 13th, 2013 04:36 AM	Replies: 17 Views: 873	Katherine Neustadt August 23rd, 2013, 06:12 AM

U.S. MASTERS SWIMMING

USMS.org

- Online Flyers
- Nike Go the Distance program
- Places to Swim
- Masters Swimming 101
- Various Technique Articles/Videos



**U.S. MASTERS
SWIMMING**

USMS Online Flyers

MASTERS SWIM MEET

HOSTED BY:

DATE, TIME & LOCATION:

ADDITIONAL INFORMATION:

USMS SANCTION #:



**U.S. MASTERS
SWIMMING**



MASTERS SWIM PROGRAM

Masters swimming is for anyone 18 years and older. Our coaches and instructors teach:

Swim Lessons
Adult Fitness Swimming
Competitive Swimming
Open Water Swimming
Triathlon Swimming

Our goal is to help you achieve your swimming and fitness goals. Join us for expert coaching, technique instruction, camaraderie and much more!

For more information or to join:



**U.S. MASTERS
SWIMMING**

Our Masters program is registered and/or affiliated with U.S. Masters Swimming, the national governing body for adult swimming. As a USMS member, you are covered by USMS insurance in practices and you may compete in USMS pool, open water and fitness events. All USMS members receive *SWIMMER* magazine and are eligible for special offers from sponsors, plus full access to all online training and social resources and much more! Visit usms.org or our club website for more information.

FLOGs /Nike Go the Distance

- The Fitness Logs (FLOGS) are free to use
- Nike Go The Distance is free to enter and you receive free items the more you swim



GO THE DISTANCE
ACHIEVE PERSONAL BEST AND GET FREE NIKE GEAR ALONG THE WAY.

Nike is proud to sponsor U.S. Masters Swimming's fastest growing fitness program, Go the Distance, which is free to all members. Go to usms.org and register for a MY USMS account, then enter and track your workouts in your Fitness Log. As you reach key milestones, you become eligible for special prizes from Nike in 2013.

50 miles	Nike GTD swim cap
250 miles	Nike string bag
500 miles	Nike swimsuit

WWW.USMS.ORG/NIKE-SWIM-GTD

Like us on Facebook
Visit us at www.nikeswim.com




PRESENTED BY 



Places to Swim

- 110,000 hits on this page a year
- Is your info updated?

Home » Local Programs » Places To Swim


Presented by 

Places To Swim

IN THIS SECTION

- LMSC Information
- Places To Swim**
- Add a Place to Swim
- Local (LMSC & Zone) Web Sites
- Local (LMSC) Officers
- Club Web Sites

RELATED LINKS

-  Local Programs (LMSCs)
-  Local (LMSC) Web Sites
-  Club Web Sites
-  Workouts

Search by Zip Code

Show all places to swim within miles of (zip code)

-- OR --

Search by Address

Within miles of:

Address (optional)

City

State

-- OR --

Search by LMSC

USMS LMSC Boundaries



Click on map above or search for a Place to Swim by City, State, and/or LMSC:

City: State: LMSC:

Here are several additional resources that may help you in your search for the ideal place to swim:

- [Listing of local \(LMSC & Zone\) websites](#)
- [Listing of USMS club websites](#)
- [More detailed information on individual LMSCs](#)

When you're traveling and plan to swim with a local team, remember to **take your current USMS card with you!** USMS insurance coverage requires that all swimmers in a USMS-sanctioned workout be members, and the club may need to verify your membership. Also, workout times at many pools and clubs may vary from what is posted, so it's important to contact



SPEEDOUSA.COM



Swimming Articles/Videos

- Masters Swimming 101
- Technique Articles
- Technique Videos
- Online Workouts
- YouTube Channel
- Product Reviews

1 2



Advertorial / Drylands / Fitness

Yoga for Swimmers

Swim-improving flexibility, strength, and peace of mind are available on the mat

Swimmers know: It's important to be in the water at least once a day to keep your feel for the water and your stroke. Outside of the water, it's equally important to get in some dynamic dryland workouts for strength and flexibility.

By [Emily Silver](#) on July 1, 2013

[\(Continue\)](#)

Coaching / Drylands / Sports Medicine / Training

Strength Training: A Balanced Approach

Incorporate pushing and pulling to help prevent injuries

Movement and muscle imbalances cause the majority of chronic injuries, and swimming is an imbalanced sport.

By [Chris Ritter](#) on April 23, 2013

[\(Continue\)](#)

Drylands / Fitness / Training

Why is Strength Training Important?

Swimmers can prevent injury and swim faster by getting stronger

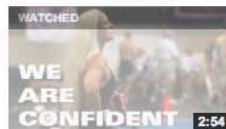
Many swimmers seem to be hesitant when it comes to realizing the need to get stronger. This uncertainty is slowly dying off, but there are still many misconceptions of what it really means to get stronger.

By [Chris Ritter](#) on March 17, 2013

[\(Continue\)](#)



Popular uploads



We Are U.S. Masters Swimming - Promotional Video

1 year ago • 43,333 views
U.S. Masters Swimming (USMS) is a national organization that provides organized workouts, co...



Wetsuit Review - SWIMMER Magazine

2 years ago • 22,729 views
<http://www.usmsswimmer.com/> The official magazine of U.S. Masters Swimming, 'SWIMMER', tested and ...



SWIMMER Magazine Fin Testing

2 years ago • 41,019 views
<http://www.usmsswimmer.com/> USMS Editor-in-Chief Laura Hamel and Membership Coordinator Anna ...



SWIMMER Magazine Paddle Testing

3 years ago • 12,505 views
<http://www.usmsswimmer.com/> Our Masters Swimmers had fun with this paddle testing session...

Masters Swimming 101

- How to start swimming as an adult?
- What are the basics of pool etiquette?
- What equipment do I need?
- What is a typical workout?
- How do I use a pace clock?
- How do I learn the four strokes?
- Yards and meters
- Lingo you're likely to hear at practice



**U.S. MASTERS
SWIMMING**

Fitness Swimmers

- Majority of membership consider themselves as a non-competitive/fitness swimmer
- Fitness swimmers (and even triathletes) don't want to be disrespected because they have different goals than the competitive swimmer
- Many fitness swimmers are look for support and services that clubs/USMS already offers but they are unaware of it



18 – 24 Year-olds

- College Club swimmers
- Home for the summer swimmers
- Fresh out of college swimmers

- What are they looking for?
 - Inexpensive
 - Friends

- A JOB/Internship



Become a Certified Masters Swimming Coach

- Learn the basics on USMS insurance
- Learn how USMS can be a resource to your club
- Learn the latest in stroke technique
- Learn how to make coaching a business
- Receive sponsor discounts
- Add a credential to your name



What can you do for your LMSC or Program?



**U.S. MASTERS
SWIMMING**

Speak to your members

- Social Media for local programs
 - Facebook
 - Twitter
- E-newsletters for LMSCs
 - Constant Contact
 - iContact
 - Benchmark Email
 - Pinpointe



Your Timeline can tell a story

Mtsu Masters Swimming Timeline Recent Add Friend

Had a great morning or open water racing in my first official USA open water race. Proud to represent Mtsu Masters Swimming in an open water race!

Share 21 4

Moody Blues Cruise
Moody Blues
Justin Hayward

Darwin Shaw Rebuild Belmont Berkeley Masters of Ru...

Groups: 3
Beach Water Polo 8,282 members
FAB Sport 8,442 members
Blue Wave Aquatics 199 members

Notes: 1
Sports Club Spirit Night at Chick Fil-A! By Mtsu Masters Swimming Thursday, February 24, 2011

Recent Activity
Mtsu likes Moody Blues Cruise.
Mtsu is now friends with Amanda Gjerston and Jandre Scholtz.
Mtsu added a job at Middle Tennessee State

Sponsored by
SurveyMonkey: Free
Shop Now @ EXP

Gettel Toyota
United
Michael Jackson F



Cheryl Elam Richardson June 2
Totally how I feel about my team! Mtsu Masters Swimming

No30 love swimming favourite! To join in, tell us why you love swimming and tag your pic #loveswimming & @speedo on Instagram.



INDY Indy Aquatic Masters shared a link. August 14

Highlights from a great weekend of racing... and other news and notes from IAM.

The Results Are In! eepurl.com

Like Comment Share
2 people like this.

INDY Indy Aquatic Masters August 11

IAM Jen Dadow and Chrissie Wellington at the USA Triathlon Nationals! Awesome picture.

Like Comment Share

Kris Upshaw Houchens For those of you swimming outdoors this summer, re... 1 - over a year ago

Likes See All
North Carolina Masters Swimming 1 friend also likes this.
U.S. Masters Swimming 133 friends also like this.
Dallas Aquatic Masters 8 friends also like this.
Pacific Masters Swimming 5 friends also like this.
Five Seasons Indianapolis Tennis - Fitness Center - Swimming Pool

Sponsored by
SurveyMonkey: Free
SwimOutlet.com
Get On the Bus!
Love The Doors?
Gettel Toyota

Mel and Ben with Dara Torres at the 2013 USMS Summer Nationals. Trying to get her to join IAM!!

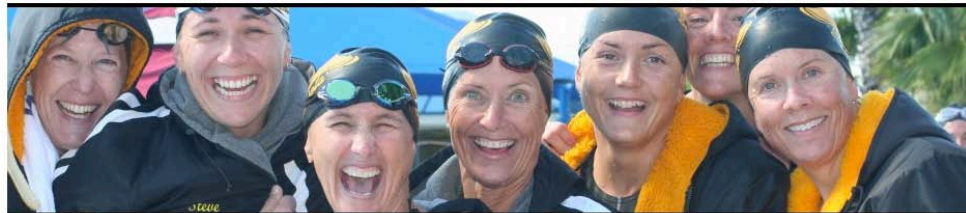
Like Comment Share



Club website

Sarasota YMCA Sharks Masters Swimming

Swim with Sharks



[Home](#) [Our Program](#) [About Us](#) [Swim Practice](#) [Our Events](#) [Team Apparel](#) [Contact Us](#) [Photo Galleries](#)

Upcoming Events

Posted on February 19, 2012 by [fridaygrl](#)

[View as Grid](#)

[« Previous events](#) [Next events »](#)

Month: [August](#) Year: [2013](#) [Go](#)

Month [Week](#) [Day](#)

August 2013–July 2014

[August 7, 2013 - USMS Summer Nationals Aug 7–11](#)

[September 7, 2013 - Annual Sharks Banquet](#)

[October 5, 2013 - Tropical Splash](#)

[November 9, 2013 - Shark Tank SCM Meet Nov 9–10](#)

[January 1, 2014 - New Year's Day Big Pass Swim](#)

Category Key

Open Water Swim

Swim Meet (Home)

Social

Swim Meet (Travel)

Posted in [Announcements](#) | [Comments Off](#)

Pan-Ams A Great Success!

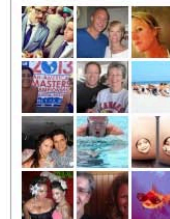
Posted on July 4, 2013 by [fridaygrl](#)



Find us on Facebook



You and 279 others like Sarasota YMCA Sharks Masters.



Facebook social plugin



**U.S. MASTERS
SWIMMING**

Generate Buzz

- Local sponsors
- Local swim shop/triathlon shop
- Local Doctors' offices
- Fundraisers
- Press Releases



Press Release

- Send it to the right target market
- Research their submission policies
- Use photos or videos to help
- Make it a newsworthy story
- Use correct grammar and spelling
- Put in all the relevant information



Use your resources



**U.S. MASTERS
SWIMMING**

The National Office

- Kyle Deery
- Marketing@usms.org
- 941-556-6274

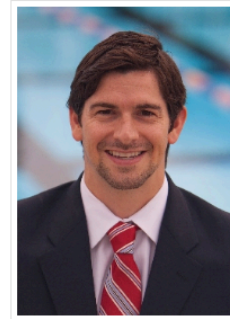
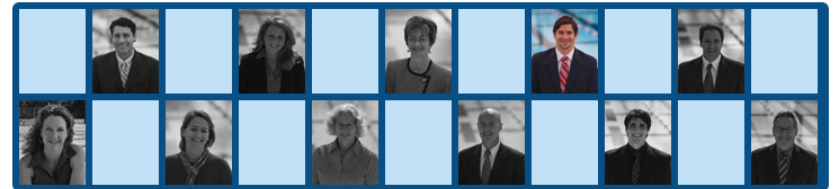
- Club Development Team
- Membership Directors
- LMSC Directors



[Home](#) ▶ [For Volunteers](#) ▶ [National Office](#)

National Office Staff—Meet Kyle Deery

U.S. Masters Swimming - 655 North Tamiami Trail Sarasota, FL 34236
Phone: 941-256-USMS (8767) or 800-550-SWIM (7946) toll free. Fax: (941)556-7946



Kyle Deery, Marketing Coordinator

Kyle manages USMS sponsor relationships, including existing sponsors and new partner relationships. He also manages USMS marketing initiatives, administers various membership services, and serves as the advertising director for [SWIMMER magazine](#).

A college swimmer and Olympic Trials qualifier, Kyle graduated from the [University of Florida](#) with a bachelor of science degree in advertising with a specialization in sports management. He worked with the Student-Athlete Advisory Committee on marketing efforts to increase awareness of sporting events on campus. After graduation, he worked for the [UF Athletic Association](#) as a marketing assistant, where he conducted research and created new marketing initiatives and helped implement them on a local and regional level. Before he arrived at USMS, he also worked at a marketing and advertising service for local restaurants in Gainesville, Fla.

Email: marketing@usms.org

[Click to view USMS profile](#)

Both of Kyle's siblings were also college swimmers, and the entire family has a passion for both swimming and the Olympics—they attended the 2008 and 2012 Olympic Games together. He still occasionally competes in USMS events and has completed Levels 1 and 2 of the [USMS Coach Certification](#) course.

Your Teammates



**U.S. MASTERS
SWIMMING**

Questions?



**U.S. MASTERS
SWIMMING**