

# Fitness Chairs Peer to Peer Teleconference

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August 27, 2014

*The items posted in this section are notes from conversations that are not reviewed or approved by the attendees. The information in these notes is not intended to override guidelines, policies and procedures listed elsewhere in the LMSC Guide to Operations or elsewhere on [usms.org](http://usms.org) or in the USMS rule book.*

**Facilitated by Lynn Morrison (North Texas, LMSC Development Committee)**

- 1. *How do you collect and disseminate information to USMS members about nutrition, training, and fitness? Some suggestions are through an LMSC newsletter or website, or direct email to each of your members.***

– via email newsletter – basically all inclusive

– writes fairly small articles – e-mailings on 3 to 5 week basis . LMSC also added and funded a Program to supplement Nike award program for more intermediate awards– i.e. swim cap at 100 miles swim cap.

-NOTE from Kyle Deery (USMS Marketing Coordinator) the Nike program became more successful than anticipated and neither NIKE nor USMS was prepared for high amount of awards distributed, that's why there was a cut back in 2014, but it is being revamped in 2015 for more intermediate milestone awards.

- 2. *What percentage of swimmers in your LMSC are competitive compared to fitness?***

Todd (Ohio)– one large team 60 com- 40 social another large team about 50-50

Margaret (Inland Northwest) 30 competitive 70 fitness

Carl (Ohio)– one third competitive

Jim (Metro) - one third comp

Connie (Fla) mostly fitness

Cindy (North Texas) – mostly fitness

- 3. *What are some events you have done to get more fitness swimmers involved?***

- a meet in a Ohio had 25 yd events for each stroke –it was fun for the sprinters AND got new people involved that had not yet swum in a meet

- Team in Irving Texas had a mission to win the Zone meet which got everyone excited to contribute, the team made shirts and banners for the event and had everyone swim in all the relays. The

excitement and encouragement from the experienced swimmers helped the “fitness” swimmers not be nervous and want to be there.

- LMSC had Iron Man distance and double Iron Man distance awards: To win the award you need to compete in All events , all distances (SCY,SCM and LCM) during a single year. At end of year Iron Man t-shirts presented to those that complete the challenge.

- would like to set up contest with teams in the LMSC competing against each other in the Nike Challenge

- Swim across Lake Erie challenge – Swimmer tracks mileage, and there are little incentive statements along the way, i.e. “don’t stop now, you’re in the middle of the lake”

*4. Discuss clinics you have held to encourage members to set personal fitness goals, emphasizing dry side and wet side training for overall wellness.*

-North Texas sponsored dry land clinic with J.R. Rosania, (Swimming World Magazine’s fitness trainer – see additional info at end). Had one hour of class room time and 90 minutes of “hands on” for the exercises. Plus several handouts and videos.

- Inland NW - Clinics are good at the beginning of year. Take clinic to the people. Brought out Sara McClarty did four clinics in a weekend in four different cities. \$1500 fee and then travel. So she stayed with friend and had a driver. Charged \$15 for USMS members to attend.

- North Texas had a Long Course extravaganza the beginning of May open for free to all LMSC members. 45 minutes of dry land, one hour work-out, one hour of various stroke and turn clinics. Paid \$100 each to Six coaches from six different teams.

-Target fitness swimmers- not great on land- so have instructional tutorials on targeted exercises such as squats or medicine balls.

*5. Have you coordinated with local health, safety and fitness professionals in the swimming community to promote events, activities, and educational initiatives that relate to health and wellness through swimming?*

*NOTE: Not a lot of work in this area but below are ideas that were discussed*

Todd – try and pull in medical professionals aware of how training effects those of a senior age. Arthritic people, those with disabilities – try and encourage them that swimming is the best thing for them.

Indianapolis last year at Champ – getting info from senior athletes and how swimming improves their life – how swimming helps to decrease the aging process – need to ask Mel Goldstein for results of survey and how we can package what they learned.

Connie – beginning to talk with medical professionals and massage therapists – older have problem with connective tissues.

Jim- metro – try and educate on stroke technique – solicit help from registered nurses on nutrition and stretching

Connie – Our National office should agree on a type of branding that encompasses all aspects of fitness for LIFE. Stress food and nutrition and development of friendships. Approach as a healthier lifestyle. Information regarding “Fitness” is provided by USMS on website and Streamlines but it is more of a grab bag approach.

**6. *What are the best ways to ensure a high level of participation?***

Food, swim caps, t-shirts

**7. *Assume unlimited budget from your LMSC: what fitness programming do you dream of implementing?***

Bring in high powered clinician to work with swimmers that want specific dryland regime, and/or mental toughness

Program developed to help people attain goals – like those six month program to develop someone to run a marathon

***Additional sources for ideas and clinics:***

<http://www.breakoutswimclinic.com/>

<http://www.aquaticedge.org/>

<http://www.theraceclub.com/>

***J.R. Rosania, B.S., exercise science, is one of the nation’s top performance enhancement coaches. He is the owner and CEO of Healthplex, LLC, and has finished the Ironman Triathlon 18 times. He also serves as Swimming World Magazine’s fitness trainer and was named one of “America’s Top Trainers” by Men’s Journal and Vogue magazines. Check out Rosania’s website at [www.jrhealthplex.net](http://www.jrhealthplex.net)***