



TO: USA Swimming Board of Directors

FROM: Chuck Wielgus, Executive Director

DATE: April 28, 2014

COPY: USA Swimming Staff
LSC General Chairs
Committee Chairs & Others

SUBJECT: GENERAL UPDATE

With the May 3rd board meeting approaching, I am pleased to provide you with a general update of the activities, programs and services that currently have our attention at the national headquarters office. As a general opening comment, there are just so many wonderful things happening now within USA Swimming; and we are seeing enormous forward progress in our daily commitment to *BUILD the base, PROMOTE the sport, and ACHIEVE sustained international success.*

As always, please do not hesitate to contact me or any of our Division Directors if you have questions or would like more information about any of these or other USA Swimming programs and activities.

MEMBERSHIP

Membership Update: The year-round athlete numbers for 2014 have been up and down over the first seven months of the membership year, but fortunately are up 0.1% after the month of March. We currently have 314,698 year-round athlete members, up from 314,279 in 2013. There was concern that we might have a decline in 2014 following the fantastic jump in 2013, and for this reason, we planned and budgeted for zero percent growth this year; meaning that we're in good shape. Aside from the year-round athlete numbers, all other membership numbers are quite strong, notably non-athlete members, which is at 32,951, an increase of 2,155 over this point in 2013 (up 7%). In sum, things look good with our membership numbers.

Zone Workshops: Four zone workshops covering the areas of membership, registration, times, and safe sport are being held this spring in Chicago, Baltimore, Denver and Tampa. Attendance at the first three workshops (Tampa/Southern Zone will be held later

in May) was excellent and the surveys from attendees at these workshops have been equally as good. One of the main goals for these workshops is to improve collaboration within LSCs, in particular in the areas of times and registration.

CLUB DEVELOPMENT – BUILD THE BASE

Club Leadership/Business Management School Online Course (CLBMS 101): Utilizing the ePath platform that we used for the Foundation of Coaching 101 and 201 courses, we have developed another new online education course called CLBMS 101. Intended for coaches and club leaders, this course has been designed to provide an easily accessible method of delivering basic club leadership information to club leaders. At the coming meeting, the Board will be asked to approve changes to the policy manual, which include requiring all new clubs to take this course. For those that would like the opportunity to review the course, a web link has been distributed to all Board members. The course takes approximately one hour to complete. A basic information sheet regarding CLBMS 101, as well as the policy manual changes being recommended, has also been distributed.

2014 Diversity Select Camp: The 2014 Diversity Select Camp will take place May 1-4 at the Olympic Training Center in Colorado Springs. 36 athletes ages 14-16 have been selected to participate in the camp. The purpose of the camp is to instill a vision of success and inspire athletes from ethnically underrepresented populations to become leaders in the sport. The camp staff includes:

| | |
|--------------------|---|
| Head Coach: | Juan Caraveo – Pearland Aquatics, Pearland TX |
| Assistant Coaches: | Brian Nabeta – Arden Hills Swimming, Sacramento CA Kimi Davidson – Mount Pleasant Swim Club, Charleston SC Justin Correia – Southwest Stars Swim Club, Winter Garden FL |
| Head Manager: | Manny Gardea – El Paso Aqua Posse, El Paso TX |
| Nat. Team Athlete: | Maritza Correia |

2014 Zone Select Camps: In late May and early June, 224 athletes (28 male and 28 female per Zone) will participate in the 2014 Zone Select Camps. Girls selected are age 12-13 at the time of performance and selected boys are age 13-14 at the time of performance. The camps include a combination of educational, motivational, and training experiences structured to mirror a national team experience. Following are the sites, dates and lead staff for the 2014 Zone Camps:

| | |
|------------------------------|-------------------------------|
| Central Zone | Western Zone |
| May 22-25 | May 29 – June 1 |
| University of Cincinnati | Arizona State University |
| Site Director: Monty Hopkins | Site Director: Dan Kesler |
| Head Coach: Matt Sprang | Head Coach: Derek Howorth |
| Head Manager: Jamie Bloom | Head Manager: Russ Van Cleave |

Southern Zone

May 22-25
 University of Louisville
 Site Director: Arthur Albiero
 Head Coach: Blaine Carlson
 Head Manager: Emily Kowalski

Eastern Zone

May 29 – June 1
 Univ. of Maryland, Baltimore County
 Site Director: Chad Cradock
 Head Coach: Lauren Hancock
 Head Manager: Julie Smiddy

2014 Open Water Select Camp: On June 10-14, USA Swimming will conduct the 2014 National Open Water Select Camp in Northridge, CA. The National Open Water Camp is viewed as a unique opportunity to introduce accomplished in-the-pool distance swimmers to Open Water swimming. Since the inception of this camp, a significant percentage of finalists in the annual 5K and 10K Open Water National Championships have been participants in this camp program. 24 athletes have been selected for the 2014 camp. The camp will include long course workouts, salt water workouts and fresh water workouts in addition to educational sessions. The athletes will also have the opportunity to participate in the 10K National Championships as part of the camp experience. The following individuals will serve as this year's camp staff:

Co-Head Coach: Rick Walker
 Co-Head Coach: Charlie Fry
 Assistant Coach: Nancy Richey
 Assistant Coach: Aaron Mahaney
 Men's Manager: John Payne
 Women's Manager: Karin Olmsted
 National Team Athletes: Ashley Twichell & Alex Meyer

Regional Coaches Clinics: Following are the registration numbers for the four Regional Coaches Clinics this Spring:

| | | |
|-----------------|-------------|------------------|
| Albuquerque, NM | March 28-30 | 143 participants |
| Columbus, OH | April 11-13 | 168 participants |
| Washington, DC | April 25-27 | 202 participants |
| Baton Rouge, LA | May 9-11 | 66 participants |

Registrations for all Fall clinics will open on Monday, July 28, 2014. Sites and dates for the 2014 Fall clinics are:

| | |
|-----------------|------------|
| Lake Placid, NY | Sept 26-28 |
| San Diego, CA | Oct 3-5 |
| East Lansing MI | Oct 10-12 |
| Kingsport, TN | Oct 17-19 |

#CoachesAre: Throughout this month, we have been promoting “good news” about coaches and the important roles they have within the sport. To date, the following articles accounted for almost 15,000 hits on our website, and reached more than 300,000 on Facebook.

- April 1: Top-Ten Things #CoachesAre
- April 2: What it means to be a coach, Allison Brol
- April 3: Let's hear it from you, the coaches
- April 4: Coaches you should know: Todd Stafek
- April 7: The Chuck Wielgus Blog: #CoachesAre Teachers
- April 8: Top-Ten things #CoachesAre always doing or have with them
- April 9: What it means to be a coach, Kevin Harrod
- April 10: Let's hear from you, the coaches, Part Two
- April 11: Coaches you should know: Beth Youngers
- April 14: 12-year-old explains why her #CoachesAre heroes
- April 15: 10 Things #CoachesAre always saying
- April 16: What it means to be a coach, Micah Larsen
- April 17: Let's hear it from you, the coaches, Part Three
- April 18: Coaches you should know, Jamie Lee
- April 23: What it means to be a coach, Goldfish Swim School

BUSINESS DEVELOPMENT DIVISION – PROMOTE THE SPORT

Michael Phelps & The “Funnest” Sport There Is: If he’s said it once, he’s said it a dozen times; Michael Phelps is back swimming competitively again because it’s *FUN!* The timing for these declarations could not be more fortuitous for the SwimToday campaign that will kick-off in just a few days. Our tagline “The FUNNEST sport there is” will be rolling out on our website, in Splash Magazine, through our social media outlets and in press releases. Chief Marketing Officer, Matt Farrell will be providing a short update at the board meeting.

Make a Splash Marketing/PR Plan Contest: If any of you are fans of the show “Shark Tank” on ABC, we are bringing a bit of that inspiration to our offices with the goal of creating a marketing & public relations plan for the Make a Splash program. The respective staff members of the Business Development Division and the USA Swimming Foundation have been split up into three teams with a mix from each group. Each team has the charge of creating a 2015 promotional plan for Make a Splash. Each team will give their “pitch” to a judging panel of Debbie Hesse, Matt Farrell and me on May 22. We will listen to the pitches, ask probing questions, and determine the winning team. The winning team will win a) pride; and b) a week of wearing jeans to work. The goals will be to grow the Make a Splash brand, enhance the local partner network and increase donations. The ideas will be judged on creativity, ability to be executed and return on investment. While we expect this exercise to be a lot of fun and build teamwork, we also expect really great ideas and plans to result. The winning ideas will be shared at the June 9 Foundation Strategic Planning meeting in Denver.

Home Page Redesign – usaswimming.org: Following a usability study conducted earlier this year by Infront Webworks, USA Swimming will be redesigning the home page of usaswimming.org. The purpose of the redesign is to emphasize the most highly-visited sections of our site, those that comprise about 85 percent of our daily traffic. Each of these sections will be one click away from the home page. Infront Webworks provided a design

template, and the USA Swimming IT/Media Properties teams will be tackling the implementation.

True Sport & Deck Pass: USA Swimming and USADA have formed a partnership around Deck Pass and TrueSport. The goal is build awareness for TrueSport by connecting USADA's clean sport message with USA Swimming's athlete members and coaches through Deck Pass. We truly believe that this is unique partnership that is highlighted by two organizations coming together to meet one goal of collaboration. Highlights from the partnership include:

- Deck Pass Integration
- Event Activation
- Social Media Campaign
- Athlete Endorsement
- Sports Industry PR

Sigma Gamma Rho: In its second program year, the Swim 1922 partnership with the Sigma Gamma Rho Sorority has firmed up educational, event, and service opportunities for the members to begin outreach and influence to increase participation in swimming for the black community. Swim 1922 in 2014 began with signing Maritza Correia-McClendon as the spokeswoman of the partnership. USA Swimming has continued participation at the sorority's five regional conferences with workshops on water safety, community swim outreach and special Olympic guests for each location. This year will also see the launch of the Swim 1922 Contest which is a way to encourage the members to begin or increase swim-related activities and empowering them to get their friends and family involved.

Trio to Rio: As you may have seen, USA Swimming is embarking on a joint sponsor sales process in conjunction with USA Gymnastics and USA Track & Field. It has been dubbed the "Trio to Rio" and has the support of the U.S. Olympic Committee. The three NGBs made a presentation to approximately 20 companies on April 15 in Chicago. The offering for this group is a TV and hospitality package and is designed to make an easier entry into Olympic and NGB sponsorship opportunities. We are excited about transitioning out of the Olympic Winter Games in Sochi to this exciting time in the sales process leading into Rio 2016.

SwimToday: You will see a final update on the industry promotion of SwimToday at our meeting where you will receive a sneak peek at the public service announcement as well as an update on the PR campaign. The formal launch of the program is set for the first week of May with paid media, PR outreach with Dara Torres, social media promotions and promotional kits sent to 1,500 swim clubs. We have also contracted with a PSA distribution company that will get the PSA into the hands of 500+ TV stations across the country.

Competitor Swim Deal: USA Swimming announced a new partnership with Competitor Swim, the leading manufacturer of lane lines and other swim products for competitions around the world. The company will serve as the "Official lane line of USA Swimming" through 2016, and provide the lane lines for the 2016 U.S. Olympic Trials.

Scott Leightman Named New Public Relations & Communications Director: Karen Linhart is leaving USA Swimming in June. Karen has had to work with some extremely challenging topics during her time with USA Swimming, and she has done an outstanding job. We thank her and wish her well in the next chapter of her life. After a national search, we have selected Scott Leightman to be our new PR & Communications Director. Scott is currently the Director of PR for Buffalo Communications, an agency that primarily works in the golf industry. Prior to that Scott served as Director of PR for TaylorMade-adidas Golf, the Vice President of PR for the Charlotte Bobcats (NBA) and the Director of Communications for the Phoenix Suns (NBA). He also spent time in the sports information ranks at LaSalle and Bloomsberg State (PA). He is a graduate of Ithaca College. He and his family will be relocating from Phoenix and will start at USA Swimming on May 19.

NATIONAL TEAM - ACHIEVE SUSTAINED INTERNATIONAL SUCCESS

Junior National Team Camp: More than 70 Junior National Team athletes were here in Colorado Springs earlier this month for their annual camp. Among their guest speakers were Eric Greitens, a former Rhodes Scholar and Navy SEAL, who was named one of Time magazine's 100 Most Influential People. Other speakers included Matt Biondi, Anthony Ervin and Caitlin Leverenz.

Coaching Meeting at OTC: More than 90 National Team and Junior National Team coaches came to Colorado Springs April 20-22 for their annual coaches meetings. This year's program included a series of workshops and presentations. Guest speakers included Jerry Colangelo, the former owner of the Phoenix Suns; and Dennis Cotterell, Australian Olympic Team coach.

Sports Medicine Conference: More than 40 volunteers who work with National Team and Junior National Team athletes on our international trips were here in Colorado Springs April 25-27.

Championship Meet Proposals: For the past few years, there has been increasing concern about the gap between the time standards for the Speedo Champions Series (Sectionals) and the time standards for Junior Nationals. While there is minimal difference between cuts for Nationals and Speedo Junior Nationals, the jump from Sectionals to the Junior National levels is significant and expanding. Over the past 18 months, the Senior Development Committee has had ongoing discussion about possible ways to address this gap. Suggestions put forward have included:

- 1) Splitting Junior Nationals into two meets
- 2) Creating a third level of championship meets – the Legends Championship Series
- 3) Developing a series of Junior Grand Prix Meets
- 4) Creating a 16 & Under Junior Nationals
- 5) Creating a National Age Group Championships

Long Course Season: In terms of addressing needs for the long course season, the Senior Development Committee is proposing the creation of the Legends Championship Series. This proposal suggests adding a layer of meaningful and motivating season-ending long course championship meets to bridge the gap between Sectionals and Junior Nationals. Some key aspects of the concept include:

- 1) Meets would have no age limit.
- 2) The concept would likely start with three meets and an additional meet (or meets) could be added as performance and demand dictates.
- 3) LSCs would be assigned to participate in specific Legends meets each year. Assignments would ensure quality competition and meet sites. In order to provide variety and create interest, meet assignments could rotate from year to year.
- 4) Time standards for the Legends meets would provide a stepping stone from Sectionals to Junior Nationals. The current time standard projection is 2.5% slower than the 2013 Junior cuts. Based on 2013 performances, that cut would produce an estimated 2950 eligible participants.
- 5) Time standards would be the same for all Legends meets. The short course standards would be converted from the long course times.
- 6) These meets would be conducted the same week as the Long Course Junior Nationals. This timing provides a season-ending championship racing opportunity for athletes who do not qualify for Juniors or Nationals (as opposed to concluding the season at Sectionals in mid-July).
- 7) USA Swimming would provide funding for these meets in a similar manner to the funding provided for current Zone Championships. The projected funding level for the Legends series is \$15,000 per meet. The current funding provided for the Senior Zone Championships would be maintained for those Zones that chose to conduct a Senior Zone Championship.
- 8) It is recommended that these meets be implemented in 2015.
- 9) Oversight of these meets will belong with the Senior Development Committee.

Short Course Season: To solve the short course season concern, the Committee is proposing that the current Short Course Junior Nationals be split into two meets. In many instances, time standards for the current SC Junior meet are almost equal to the SC National cuts and the Junior meet is at capacity. Splitting Juniors into two meets will allow us to serve more athletes at this level. Some key aspects of this concept include:

- 1) LSCs would be assigned to an East or West championship meet based on a yet-to-be determined division of LSCs. The split would attempt to evenly divide the projected number of qualifiers and provide quality meet sites.
- 2) These meets would be short course meets and offer long course time trials the day following each championship meet.
- 3) The two meets would maintain the current 3.5 day format and order of events.
- 4) Time standards would be established to accommodate approximately 800-900 athletes per meet.
- 5) It is recommended that this change be implemented in 2015.

Proposed legislation to create these new events will be submitted to the Rules and Regulations Committee prior to the May 15 deadline and the necessary funding for these events will be included in the 2015 budget planning.

EXECUTIVE DIVISION

NCAA Relations: USA Swimming recently completed its eighth year of a partnership with the NCAA related to the support we provide for information technology services. These services include the database management of times, rankings, results, entries and championship meet support. This is a unique relationship in that we are not aware of any other Olympic sport NGB that works so closely with the NCAA in support of student-athlete and championship event services. We are currently in the first year of a new four-year agreement with the NCAA (extending through 2017), so our partnership remains strong and is important to both the NCAA and USA Swimming.

International Relations: On behalf of FINA, USA Swimming will be hosting a FINA Officials' Seminar in Miami, Florida on June 20-21. We are expecting 70-80 participants from around the world, and Carol Zaleski, Soren Korbo (Denmark) and Dale Neuburger will be involved in leading the program.

Safe Sport Task Force Report: You have received a copy of this report, and hopefully you have been able to carefully review it. I believe this to be a superior piece of work by an extremely dedicated group of people, led by the Chair, Jay Thomas. You will be asked to approve the recommendations in this report and I am anticipating that there will be much work for the staff and others to do. I assure the full Board of Directors that we will be ready to help implement whatever recommendations we are instructed to fulfill.

Renovations Plans for USA Swimming Headquarters: We are working collaboratively with the USOC on plans to renovate the Carolyn Dirks Building and convert the Ray B. Essick Room into office space for the USA Swimming Foundation. The current plan is to build 3-4 offices and cubicle space, along with a small conference room. It is our hope to begin construction on this project in the next couple of months. A small, but important, aspect of our discussions with the USOC is finding a way to ensure that the Ray B. Essick name remains in some capacity in identifying this section of the building.

Special Projects: There are two special projects that we are working on, both of which I have shared information about with you in the past. Following is a brief update on each of these projects.

SplashMakers II: We have begun taking some very preliminary steps toward the production of this book, which will profile 16 people who have made a significant impact to our sport and our NGB. The book will be very similar in look and style to *SplashMakers I*, which was published in 2012. *SplashMakers II* will be published in 2016, and as in 2012, the book will be introduced at a special book-signing dinner to be held the night before the 2016 Golden Goggle Awards.

The Last Gold: This is the working title for the documentary film project which I talked about at the last board meeting and which I also mentioned in my March 3rd update on the Quad Business Plan & 2015 Operating Budget. If you have watched any of the “30 for 30” documentary films that have been showing on ESPN over the past few years, then you’ll have a pretty good idea of the nature of this project. The story we’ll be telling will involve the 1976 Montreal Olympics and specifically what happened between the doped East Germans and the American swimmers. I have attached the “Treatment” for the film project. This Treatment will be used to introduce the project to others with whom we might partner to help produce the film. It’s not a confidential document, but I ask that you not share it with anyone else without first checking with me or Mike Unger just so that we have some idea of who is seeing it. This project is worth doing for the these reasons.

- 1) *It is important history* – What happened at those 1976 Olympic Games was devastating to our country’s female swimmers. We were also exposed to the horrors of a state-sponsored doping program that also victimized East German athletes. At its core, it is a story about good and evil and about lost innocence.
- 2) *There are important lessons to be learned* – By telling this story we have a great opportunity to educate current and future generations of athletes about the evils of PEDS and the values of clean sport. In addition to the film, we envision a companion educational program for coaches and teachers to use with their athletes, teams and students.
- 3) *The timing is right* – 2016 will be the 40-year anniversary of the 1976 Olympic Games. This project will present some outstanding educational and marketing opportunities in the lead-up to the 2016 Olympic Games. We know that many of those involved – both U.S. and German – are willing to talk about what happened.

Through the remainder of this year we will focus on developing the storyline, producing a script and interviewing people who were intimately involved. We will also begin outlining the companion educational program, and it is this educational program that makes this much more than a one-off documentary film project. As a starting point, I am meeting with USADA CEO, Travis Tygart this week to introduce him to the project and discuss ways in which we might partner in developing an educational program for clubs, teams and schools.

We are exploring a wide range of options for broadcasting. Certainly, ESPN’s “30 for 30” series is one possibility, but there are others. CNN is now broadcasting documentary films, and there is the Discovery Channel, HBO, Showtime, PBS and many others. Of course, we cannot ignore our long-term relationship with NBC, and we will likely be talking with them first. There are other business models to be looked at as well, so we have a lot of due diligence ahead of us. International broadcast opportunities will certainly exist, and the home entertainment/DVD market is another opportunity for long-term marketing.

In terms of budgeting, we have created an expense account within the Executive Division portion of the operating budget, and we will use this account for both the *SplashMakers II* and *The Last Gold* projects. While some expenses will be incurred in 2014, the major expenses will occur in 2015 and these will be detailed in the proposed 2015 operating budget. We believe there may also be some revenue opportunities, and these will be explored thoroughly. Consistent with past budgeting approaches, we will be as thorough as possible with expense projections, and conservative with revenue estimates.

I will continue to keep you apprised of our work on these special projects.

USA SWIMMING FOUNDATION

New Logo! Last month, the USA Swimming Foundation unveiled a new look with a redesign of its primary USA Swimming Foundation logo, as well as a new logos for the Make a Splash initiative and the Make a Splash Tour presented by Phillips 66. The new look spearheads the celebration of the USA Swimming Foundation's 10th anniversary. The launch of the new logo was met with positive reviews, and a successful social media campaign was promoted by USA Swimming Foundation Ambassadors Nathan Adrian, Anthony Ervin, Rowdy Gaines, Janet Evans and Mel Stewart, as well as Board Members Summers Sanders and Brendan Hansen.

Champions Club: The USA Swimming Foundation's Champions Club is off to a great start for 2014! To date (April 15th), 40 members have joined this year's club compared to 88 total members last year—putting us significantly ahead of where we were last year at this time.

Trustee Meeting: The USA Swimming Foundation held its inaugural Trustee Summit in Colorado Springs, from February 7-8, 2014. USA Swimming and USA Swimming Foundation staff presented to the Trustees, as well as special guest Bill Lively—former President and CEO of the Super Bowl Host Committee for Dallas, and Sr. Vice President for Development at National Geographic.

Cultivation Event: On Sunday, April 27, the USA Swimming Foundation will host a special reception at the home of Linda and Bart Wear (USA Swimming Foundation Trustees) in Paradise Valley, AZ. The event will feature special athlete guests Rowdy Gaines, Conor Dwyer, Anthony Ervin, Misty Hyman, Tom Shields, and Mel Stewart. Bart and Linda have made a generous financial commitment to this event, and will be making a financial ask of everyone in attendance, using their own gift as a catalyst by offering it as a matching gift.

New Foundation Ambassadors: The USA Swimming Foundation is pleased to announce our new ambassador lineup for 2014 - Nathan Adrian, Anthony Ervin, and Janet Evans will serve as official USA Swimming Foundation ambassadors for this year. They join existing ambassadors Rowdy Gaines and Mel Stewart.

Fantasy Camp: The USA Swimming Foundation will be hosting two Fantasy Camps this year at the Olympic Training Center. The Fantasy Camp – Adult is back for its second year and

will be held October 17-19th and led by Head Coach Bruce Gemmell, Olympic Gold medalist Rowdy Gaines, and will feature Olympic Gold Medalist and Foundation Ambassador, Nathan Adrian. The Fantasy Camp – Youth will be held October 9-12th and will be led by Head Coach David Marsh, Coach Todd Schmitz, Olympic Gold Medalist Mel Stewart and will feature Olympic Gold medalist and Foundation Ambassador, Anthony Ervin. Registrations are going well for both camps, and we ask the Zones to please promote to the LSC's, etc.

Swim-a-Thon: 2013 Swim-a-Thon contest winners were selected and announced in February, with four clubs earning gold medal titles and winning prize packages as a result of their fundraising efforts. They are:

- West Coast Aquatics (Mill Creek, Wash.)
- Splash Aquatics-Makiki (Honolulu, Hawaii)
- Mt. Hood Aquatics (Gresham, Ore.)
- Katy Aquatics (Katy, Texas)

Katy Swim Club was randomly drawn for the grand prize and will receive a club visit from Olympic Gold Medalist and Foundation Swim-a-Thon Ambassador Ricky Berens. Over 510 clubs were entered into the inaugural Swim-a-Thon contest. The 2014 Swim-a-Thon contest is underway with Olympic Gold medalist Conor Dwyer serving as this years' athlete representative. TeamUnify will once again partner with us with by donating prizes and promotion of the contest through their media channels. The Foundation and Team Unify did a swim-a-thon webinar for the USA Swimming audience that is available for download for new teams to learn how swim-a-thon works.

National Team Alumni Socials: The Foundation held its largest National Team Alumni social in Austin, Texas with over 60 National Team Alumni in attendance. The next social will be held in Mesa, AZ on April 26th at the Arena Grand Prix. The third social is scheduled for August 9th in Irvine, CA at the Phillips 66 National Championships. We invite board members to attend!

MAKE-A-SPLASH UPDATE

Make a Splash Grants: In April, we awarded \$322,495 in grants to 57 recipients in 24 states. We received 130 applications. Since 2007, the total grant dollars the USA Swimming Foundation has awarded total \$3,303,035.

Make a Splash Tour, presented by Phillips 66

Town Hall Meeting Stops: In conjunction with Phillips 66, the USA Swimming Foundation will attend and host a series of events, including a community-wide town hall meeting in the following cities to raise awareness of the importance of learn to swim.

- Wood River, IL: May 6 with Olympians Rowdy Gaines and Anthony Ervin
- Sweeny, TX: May 7 with Olympians Rowdy Gaines & Nathan Adrian
- Bayway, NJ: May 12 with Olympians Rowdy Gaines and Anthony Ervin

Main Tour Stop - Los Angeles, CA - May 29-31:

- Media: May 29-30: Working with our public relations agency and Phillips 66, we will conduct two days of national and local media appearances with Olympians Rowdy Gaines, Janet Evans, Nathan Adrian and Anthony Ervin to promote the importance of learn to swim and water safety.
- Long Beach, CA: May 31 from 10-2pm - Make a Splash event with Olympians Rowdy Gaines, Anthony Ervin, Janet Evans, Nathan Adrian, Chloe Sutton, & Jessica Hardy at the Belmont Plaza Pool in Long Beach. The event will feature interactive water safety booths, activities for kids, speakers, in-water activities, etc.

New Affiliate Partners: We are pleased to announce the following organizations have partnered with the USA Swimming Foundation to promote the message of learn to swim within their organizations: Boy Scouts of America, Aquatic Therapy and Rehab Institute (ATRI), and USA Triathlon.

The Foundation Board of Directors will be meeting on Friday, and Foundation President, Bill Maxson and Executive Director, Debbie Hesse will provide an update report during the USA Swimming Board of Directors meeting on Saturday.
