

# Club Development Report

## October 3, 2009

### Kevin Maloy

- **Swimposium** occurs this afternoon.
  - Four events are to take place
    - Athlete Clinic – Katie Hoff
    - Diversity Talk – Shaun Anderson
    - Meet Management Seminar
    - Board of Directors Forum
- **Club Recognition**
- USA Swimming is heavily pushing this concept.
- There are no changes made public about the direction of the program currently, but all signs point to this being required or an incentive program being offered.
- Before convention I had planned to push this among the teams in the LSC. Going to convention strengthened that drive that it's something that should be a priority for the club development division.
- Maryland LSC has a great incentive program that has been very successful in getting teams to participate in areas that the LSC values as important. I had a chance to talk with Pat Kaplan whom was the creator of their program.
- I will talk about their program during the meeting if time allows.
- I think we need to seriously consider a similar program and beat the curve before USA Swimming makes this more of a priority.
- It's already a great tool for clubs to strengthen their structure and organization. It can also be a great tool for the LSC to promote athlete involvement and coach participation at LSC level.

- **Communication**

- I would like to start an initiative to better communicate to our clubs and coaches. The start of that initiative is at the swimposium with our Board of Directors Forum.
- Louise has offered to put together a list of team presidents once registrations come in. This will give us a new avenue to communicate.
- From there we open us new doors to involvement at the LSC level.