

MPACTS

Motivating Parents and Children to Swim

Volume 1, Issue 2 January 2012

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Something To Think About...

A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.

~ Winston Churchill ~

Florida Swimming On Target In Meeting USA Swimming Diversity Goals

Entering into its' second year as a partner of USA Swimming, Inc.'s Outreach and Diversity Initiative, Florida Swimming, Inc. has successfully achieved the initial goals as established, thus far, by USA Swimming, Inc.

In 2007, USA Swimming commissioned a study, that ultimately started the movement across the United States, to bring awareness to the lack of diversity in competitive swimming. However, it did much more!

In 2007, the first Diversity Summit was held at USA Swimming headquarters. Local Swim Clubs (LSC's) from around the country were invited and encouraged to send at least one representative. Resulting from this initial Summit was a "Call To Action".

The "Call To Action", began the process for LSC's around the country to begin communicating the vision and mission and so local efforts began; to mobilize communities, partners, programs and families towards the first steps in diversifying growth in competitive swimming and educating children and families as to the benefits and possibilities. The concept of the LSC Diversity Chair began to catch on. The Diversity Chair would take the lead in mobilizing local efforts.

In 2009, USA Swimming held it's second Diversity Summit at USA Swimming, Inc.

headquarters, located in Colorado Springs, Colorado. LSC Representatives were, again, requested to attend and out of this Summit, came a broadened and more specific mission. From the 2009 Summit, LSC's were encouraged to:

1. Identify and appoint a representative to serve as the LSC Diversity Chair, who would also be a voting member of the LSC Board of Director's.
2. Establish a functioning Diversity Committee.
3. Establish a Diversity Budget and Consider offering additional benefits or incentives for eligible athletes.

FL Swimming, Inc. has met each of these goals and continues efforts towards growth in the competitive swimming arena. Strides continue towards new and innovative ways to mobilize families as well as it's affiliated swim clubs to reach out to their communities. The 2011 Diversity Summit was recently hosted by USA Swimming and from that, LSC's are to establish independent goals; and the FL Swimming, Inc. Outreach and Diversity Committee is wasting no time continuing the work of its' mission and that of USA Swimming.



The FL Swimming, Inc. Outreach & Diversity Initiative

Our Vision:

To be the leading Florida LSC, exemplifying excellence in aquatic education and water safety initiatives; superior growth in diversity and elite competitors; while empowering every child to reach their greatest potential at all levels of swimming and in all areas of life.

Our Mission:

To maximize the power of community partnerships, through the development and implementation of innovative programs and initiatives that cultivate, educate and engage youth and families from underrepresented multi-cultural, ethnic and socio-economic backgrounds; fostering increased diversity, competitive excellence, leadership and safety awareness at all levels of swimming.

SPOTLIGHT: JaxParks & Amberjax Swimming Reach Out to Local Youth



AMBERJAX
SWIMMING



FLORIDA
SWIMMING

4455 Atlantic Blvd., Jacksonville FL, 32207

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The City of Jacksonville's Department of Recreation and Community Services (JaxParks) and The Episcopal School of Jacksonville's AmberJax Swim Team have partnered to send area youth to the JaxParks Swim Classic, held January 13-15, 2012 at Cecil Aquatic Center. Selected swimmers from Jacksonville area summer swim teams were selected based on ability to swim at least 25 yards and their interest in swimming year round. These swimmers will receive a scholarship to cover their USA Swimming registration (required to participate in the event), and will have the chance to train with one of the best USA swimming programs in the State. During the practices, the swimmers will train with the AmberJax coaches and be provided with caps, suits, meet entry and insurance fees.

"Episcopal is excited about this special program. We are able to really contribute to our community by providing coaching and facilities for the kids to practice," said Benji DeMotte, the AmberJax Aquatic Director. "Through this partnership we are helping youth who are interested in swimming but need financial assistance or other support to be able to participate. We hope this program will encourage the participants to continue swimming year round."

This is the second year JaxParks and Episcopal have partnered to create the select swim team. For some, the January meet will be the first opportunity these youth have had to participate in a sanctioned swim meet. The weekly practices will help them prepare for the competition in January. Through this program we have given the opportunity for over 150 local athletes who normally would not be exposed to the sport of swimming. This program is reaching out to a more diverse sector of our community making the USA Swimming, the AmberJax and our community a better and richer place.

Contact: Benji DeMotte (904) 735-7417 for more information.

SPOTLIGHT: Through A Child's Vision ... Swim - A - Palooza Event Is a Great Success!

Swim-A-Palooza Event Benefits South Tampa Aquatic Team's Diversity and Outreach Program

Nine people drown every day in the U.S.. the second leading cause of accidental death in children 14 and younger. In ethnically diverse communities, the drowning rate is nearly double. Six out of 10 African American and Hispanic children are unable to swim.

In celebration of her Bat Mitzvah, 12 year old Samantha Baker (pictured along with STA Head Coach, Todd Hoffmeier and Olympic Silver Medalist, Maritza (Correia) McClendon), hosted a Swim-A-Palooza event to raise funds benefitting South Tampa Aquatic Team's Diversity and Outreach program, a local partner of the Make-a-Splash Foundation.



Co-sponsored by the Tampa Park and Recreation Department, the event surpassed all expectations with more than 100 attendees and raising more than \$4,000. The event featured swim lessons for the Boys and Girls Club and the City of Tampa Parks and Recreation Department. USA Swimming and the Make-a-Splash foundation also provided new swim suits, goggles and other giveaways. U.S. Olympic Swim Team Silver Medal Winner Maritza (Correia) McClendon gave a presentation about diversity in swimming. She signed autographs, posed for photos and let the kids hold her medal. Participants in the event swam over 500 laps, and helped collect gently used swim suits, goggles and fins for ongoing needs. Funds raised by the event will provide free or reduced swim lessons to underprivileged children. Donations are still being accepted. To make monetary donations as well as in-kind donations of swim suits, goggles, and fins please contact South Tampa Aquatic Teams at www.statswimming.com.



Outreach Info. Bits for Clubs:

- *Establish an Outreach & Diversity link on your club website*
- *Establish community partnerships and alliances*
- *Let us know about the success of outreach & diversity athletes*
- *Soon to Come!: Outreach & Diversity to annually recognize elite performances of diverse athletes.*

Parents:

- **Diversity in Swim Officials Needed!**
- **Check out the FL Swimming website for more volunteer opportunities.**

Coach's Corner: Diversity In Coaching

In the Zone: An Athlete Representative



Name: Justin Correia

Nationality: USA/GRB by birth

Ethnicity: Mixed Race

Position: Head Swim Coach, Brandon Aquatic and Sport Center, Blue Wave Swim Team

Club Name & Location: Brandon Aquatic and Sport Center, Brandon, Florida

What Is Your Personal/Professional Experience as a Swimmer:

I swam with the Blue Waves and was a member of the Blue Wave Junior National Team. Attended the University of Florida and the University of South Florida.

Why Do You Coach? I coach for a number of reasons. Primarily to make a difference in young peoples lives and to ensure a better society in the future by teaching the benefits of hard work and commitment. I believe in brining out the best in ALL of my swimmers. I love the challenge of changing their lives for the better. I also coach to make sure that our country stays on top of the competitive swimming world, by producing the best American athletes that I can, to add to the USA talent pool.

Outreach Liaison Making a Difference for Club!

Name: James Baker

Club Affiliation:

South Tampa Aquatic Team &
Tampa Yacht and Country Club Swim Team
(Seasonal)



How Did You Become Involved: The primary reason that I got involved in Outreach and Diversity in swimming was through my daughters Bat Mitzvah project. After we saw a commercial for USA Swimming and the Make-A-Splash Program, my daughter was shocked at the number of kids that drown every year and how some kids do not have the opportunity to learn how to swim like she did. She loves swimming and wanted to make sure that everyone was given the opportunity to learn how to swim, and maybe save a life. She organized a "Swim-A-Palooza" event at our local public pool, organized swim lessons benefitting the neighborhood as well as the local Boys and Girls Club and raised over \$4,000.

What Do You Like Most About the Sport? I like the fact that you are racing the clock. No matter how you do in comparison with someone else, you can focus on the clock and beating your time. Also, the teamwork that I see with the swimmers and how they all push one another to do better.

Professional Affiliation: Administrator at the Yerrid Law Firm. I also serve on several Boards.

Name: Lyssa Go **Age:** 17

Ethnicity: Filipino and Chinese

Club Affiliation: Brandon Sports and Aquatic Center, Blue Wave Swim Team

How Long Have You Been Swimming?

Approximately nine years ago I began Swimming, because I was diagnosed with a 14 degree scoliosis, which is found only in about 3 in 100 people.

What Motivated You to Become An Athlete Committee Member? Not only would this aide in future student organizations, I also want to represent all other ethnicities, hoping to show that swimming is not only a Caucasian sport. It doesn't matter what ethnic background you come from, you too, can do it. Don't conform to what society thinks and says, stand out! Swimming is a sport for everyone.

What's Your Favorite Stroke? Butterfly and I.M. The choice of butterfly would be for the admiration that I can control my speed and momentum after each stroke. On the other hand, the 200 I.M. is a chance to take a shot at all of the strokes, which is the most challenging to me, and I'm always up for a challenge.

What are Your Future Plans as a Swimmer?

I can see myself swimming right up to the age of 90 and I hope to also, teach children from different ethnic backgrounds to swim.

What's Your Greatest Swimming Accomplishment?

Swimming will be with me forever, not only because it's physical therapy for my back, but it will keep me in shape. When I lived in the Philippines, I participated in a major swim meet and won 6 gold medals and a trophy for an overall award. I will never forget that moment.

Hobbies: Beach, Shopping, Photography, Sports and teaching little kids how to swim



FL Swimming, Inc. Outreach & Diversity

MPACTS is a quarterly publication of the FL Swimming Outreach & Diversity Committee and is, primarily, dedicated to encouraging, promoting and highlighting Outreach & Diversity within FL Swimming, Inc. If interested in having information published, entries must be received by the last day of the month, prior, to the month of publication. Newsletters are published quarterly, in October, January, April & July. Please submit entries to Retta Barber via email at Rbwil97@peoplepc.com. Want more information about Outreach & Diversity, visit the FL Swimming website and click on the Diversity link under LSC Info.

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USA Swimming Hosts Its' 3rd Diversity Summit

54 delegates representing 37 LSCs attended this year's Diversity Summit held Nov. 17-19 at the United States Olympic Training Center in Colorado Springs, CO. The Diversity Summit was created in 2007 as a way to bring LSCs together in an open forum to discuss LSC diversity, inclusion and outreach efforts. The summit has been held every other year since 2007.

(Pictured is Sue Pitt Anderson, USA Swimming 's Programs and Services Director)



At this year's summit, LSC representatives got a chance to learn what other LSCs are doing via break-out sessions and view presentations from guest speakers and key USA Swimming staff on various topics related to diversity, inclusion and outreach. This year's keynote speaker was Regina A. Lewis, Ph.D. Dr. Lewis discussed the importance of diversity and cultural change in our efforts to grow USA Swimming.

At the end of the summit LSC representatives set attainable goals for each of their LSCs. The LSCs also met with other representatives from their zones to work on common goals and initiatives.

For those unable to attend this year's summit or to view summit presentations and other materials please see the list of documents below. For more information about the 2011 Diversity Summit please contact Manny Banks, Diversity Membership Specialist mbanks@usaswimming.org or (719) 866-3580. (Content of story provided by Manny Banks)

Outreach & Diversity Committee Membership:

- Applications available on the FL Swimming Website @ www.floridaswimming.org
- Candidates selected & approved by Board of Directors.
- Must be willing to become a member of USA Swimming
- Complete a background check

Parents, board members, coaches, officials, community partners, athletes welcomed.

Limited number of slots available.

For More Information Contact:

Retta Barber by Email:

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USOC "failing" on Diversity, New Task Force Hoping for Change

Scott Blackmun passes through the U.S. Olympic Committee's downtown headquarters, and the [USOC](#) chief executive officer sees few women, few Hispanics and even fewer blacks. He sees mostly white men – staffers who look just like him. And he knows the USOC must become more diverse.

The Colorado Springs-based USOC gives itself a "failing grade" on diversity, Blackmun said – 91 percent of USOC managers are white and 64 percent are men, with two female CEOs among 47 national governing bodies, which report boards that are 91 percent white and membership that is 85 percent white, according to a USOC study.

A USOC diversity working group, established this year with USA Archery CEO Denise Parker as chair and USA Swimming CEO Chuck Wielgus a part of the nine-person team, made recommendations to the USOC board during the board's last meeting, in September in the Springs. Next year, the USOC plans to hire a director of diversity, and it also will create a diversity toolkit for NGBs and incorporate diversity in its annual NGB seminar.

"This is going to be a priority for the USOC," Blackmun said, emphasizing that he wants "measurable progress in the next two to three years." He added, "It's not just an issue of women and minorities. The whole issue is much broader than that, whether you're talking about disabilities or sexual orientation or religion. ... It's not something you can change overnight. And we really want to kind of change the whole nature of the dialogue."

The USOC is a regular participant in NGB summits on diversity, including the one USA Swimming hosted last week at the Olympic Training Center. Plus, several other Springs-based NGBs have diversity task forces, most notably USA Wrestling,

with OTC residents Clarissa Chun and Leigh Jaynes sitting on the committee that formed last year.

Yet the USOC has had only one black CEO in Lloyd Ward, whose 16-month tenure was halted in 2003 over cries of ethics violations, and one female CEO in Stephanie Streeter, who tossed the torch to Blackmun last year after 10 months in which she was ripped for replacing Jim Scherr. Of the 31 members of the USOC executive team and USOC board, there are 17 white men, including chair Larry Probst; two black men in Walt Glover and Jair Lynch; and 12 women, two of whom are black in Ursula Burns and Anita DeFrantz.

The diversity working group's mission statement notes the USOC "embraces the spirit of differences for better athletic performance and business results." And it all starts with the USOC board, Probst said, stressing "we have to set the right example. Those things will be taken into consideration as we look to fill two board seats that come up next year."

Blackmun said the USOC is serious about diversity, not only "because it's the right thing to do. We're doing this to help drive our business results, to help drive our competitive results and get more people in the pipeline to enhance our membership bases. We're not doing this because we have to. We're doing this because it will make us much better."

Story Written by Brian Gomez.

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