

# IMPACTS

Motivating Parents and Children to Swim

Volume 1, Issue 1 October 2011

## Florida Swimming, Inc. .... Reaching Into Communities!

Florida Swimming, Inc. wrapped up a successful year as a partner in USA Swimming, Inc.'s Outreach & Diversity Initiative; having made significant progress. As an affiliated member of USA Swimming, Inc., FL Swimming, Inc. has joined with the other local swim clubs (LSC's) around the country, in an effort reach into our local communities, to those youth and families who are most vulnerable or at-risk of drowning because they don't know how to swim and to reach those who are under represented in the sport of swimming.

The Goal: to teach children how to swim, educate the child and family about the sport and encourage participation by offering as many opportunities as is possible and reducing or eliminating as many barriers that might hinder participation, as is possible.

Those underrepresented populations, are traditionally those who are socio-economically disadvantaged and as well as those youth and families from diverse backgrounds.

FL Swimming, Inc. has 92 affiliated clubs, representing an estimated 11,000 athletes. There are hundreds more, who've not yet recognized their extraordinary swimming abilities, some due to circumstance, but most, because



they've not had and/or can't afford the opportunity.

FL Swimming clubs have wasted no time stepping up. In fact, many were reaching out to their most vulnerable and under-represented populations, prior to the initiation of the USA Swimming Initiative; which speaks volumes!

Programs, activities, community and business partnerships are essential. The Leadership of FL Swimming, Inc., fully understand some of the challenges and barriers and have wasted no time, in effort to help.

To support and encourage youth and families, USA Swimming offers a significantly reduced annual membership fee of \$5 for youth interested in joining a swim team. To further assist, the FL Swimming Board of Directors offers the following incentives

in hopes that eligible youth and families will choose to participate.

Youth /families must meet at least one specific eligibility criteria: (1) Youth is participating in the free /reduced lunch program at school; OR , 2) Family income meets state poverty guidelines.

In addition to the reduced USA Swimming Membership fee of \$5, offered to eligible youth, FL Swimming will:

1. Provide reimbursement of swim meet entry fees, up to \$150 per athlete, annually, for qualifying athletes who participate in sanctioned Florida swim meets and;
2. Provide 100% reimbursement of entry fee and travel costs for an eligible athlete, who qualifies for participation in an elite Championship

The full Outreach & Diversity policy and eligibility criteria can be found on the FL Swimming, Inc. website under the Diversity/Outreach link.

Additionally, a wealth of information regarding FL Swimming, Inc. Outreach & Diversity Initiative can found on the FL Swimming, Inc. website, including forms, policies & procedures, applications, etc.

### 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.



## About Us!

FL Swimming, Inc. Outreach & Diversity Initiative

[www.floridaswimming.org](http://www.floridaswimming.org) \* 352-245-5145

## What Is the Outreach & Diversity Initiative?



Several years ago, USA Swimming began to look at the issue of the underserved and underrepresented (of a diverse persuasion, including but not limited to African American, Native American, Asian and Hispanic/Latino) and economically disadvantaged youth, in the sport of swimming, at all levels. The lack of underrepresented swimmers, especially at the elite levels, was distinctly noticeable.

USA Swimming formed a National Outreach Committee and asked affiliated clubs around the country to join their effort to provide opportunities, in swimming, to the underrepresented and economically disadvantaged youth; within their communi-

ties. Local Swim Clubs (LSC) were encouraged, by USA Swimming, to create a volunteer position and charged them with spearheading local initiatives to address the issue. Thus, volunteer Diversity Chairpersons/Liaisons were established; committees developed and around the country, affiliated USA Swimming clubs have mobilized to create and offer programs, activities and initiatives to youth and families within local communities. The Goals? Save lives by educating and acclimating children and families to swimming **AND** to offer opportunities for youth to participate, grow and compete in the sport of swimming; as well as to increase diversity in Coaches and Officials.

## That's A Fact!

- **Maritza (Correia) McClendon** became the first African American woman to make the U.S. Olympic Swim Team and the first African American swimmer to set an American and World Swimming record
- In 2004, she won the Silver Medal at the Olympic Games held in Athens, Greece
- She was the first swimmer in SEC history to win an SEC title in all Freestyle events
- During her college career, she was a 27 time All American and 11 time NCAA Champion
- She attended the University of Georgia and graduated in 2005
- She was born and raised in Puerto Rico until the age of 9. Her family relocated to Tampa, FL and she began swimming at age 9
- Maritza's Club experience was with the Brandon Sports & Aquatics Center, located in Brandon, Florida

A true Ambassador of the sport, she goes above and beyond to educate communities, with the goal of diversifying the sport.



Maritza at Recent Action Planning Meeting

## The Year In Review . . . What's To Come?

It has, indeed, been an interesting year! FL Swimming is to be commended for it's commitment to the outreach and diversity initiative. As with most new initiatives, there are usually growing pains. Additionally, efforts with a focus on diversity, can be sensitive. Fortunately, I'm a believer that pain is usually accompanied by progress and FL Swimming is interested in progress. Often such initiatives can be hindered, depending on commitment; however, the Leadership of FL Swimming, Inc. shares in the mission of reaching **into** our local communities.



Retta Barber

It's an exciting time within the Swimming Federation. We've got an opportunity to introduce youth and families to one of the most rewarding and beneficial opportunities that there are. As a child welfare advocate, I'm thrilled that, at the forefront

of this initiative is the safety and well being of youth and families, which is paramount! Swimming is life saving and extremely multi-dimensional in its use and purposes. No other sport exists that allows one the opportunity to, physically, participate in it for a life time. In no other sport can children learn as infants; begin competing as young as age 3, continue through college; and if one is truly talented; have an opportunity to compete in the Olympics. Then, as a senior citizen, continue competing as a member of a Master's Swim Team. Swimming is everywhere! You can't outgrow it; but it can grow you! It's life saving and contributes to life. It's used for physical therapy, physical fitness as well as other needs.

It's brand is like no other. It's fun, it's competitive, it's a career and most importantly, it's **UNIVERSAL**! One of the most elite segments of the military requires it ... the Navy Seals. It's done at the beach, at the lake, at home, at hotels, hospitals,

and the list could go on. With no other sport does one have so many opportunities. It's competitive arena offers prestige that's unimaginable and opportunities that are immeasurable.

It teaches sportsmanship, camaraderie, build's character, self discipline and courage; just to name a few. It teaches life's lessons!

As the Chair of the FL Swimming Outreach & Diversity Committee, I'm excited about the opportunities ahead. With children, though the days seem long, the years appear short, so time is of the essence! As we begin a new year, we hope to effect, not only the recruitment of new athletes and families, but to retain, nurture and grow those youth and families who are currently vested in the sport. We're fortunate to have an awesome Committee comprised of compassionate parents, coaches, officials and athletes, who share the vision; are unified in it and desire to work!

***"Never be afraid to try something new; remember amateurs built the ark, professionals built the titanic".***

***- Unknown -***

# SPOTLIGHT: How Local Clubs Are Reaching Out!



## South Tampa Aquatic Team hosting: SWIM - A - PALOOZA

On October 30, 2011 from 2 to 4 p.m. Join us for great music, friends, bake sale, swim lessons, laps & fun! \* Raise or donate \$50 or more and receive a SWIM - A - PALOOZA Bag Tag. 100% of proceeds will go towards the South Tampa Aquatic Team's Diversity and Outreach Program. This tax deductible donation will help to teach underprivileged children to swim.

### Special Guest Appearance By:

**Olympic Silver Medalist, Maritza (Correia) McClendon**

(The first African American woman to make the US Olympic Swim Team)

**Location: Bobby Hicks Pool**

**4120 West Mango Ave.**

**Tampa, FL 33616**

**Contact James Baker for more Info. at [jamesgbaker@verizon.net](mailto:jamesgbaker@verizon.net)**

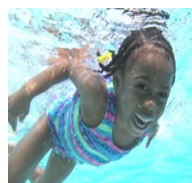
**Or Call 813-546-8739**

The Gift of Swimming was established in 2003 by its founder, Joy McGinty, to address a serious gap in providing potentially lifesaving swimming training for disadvantaged and developmentally disabled children. The program operates through the support of the South West Aquatic facility, in Windemere, Florida.



The mission of the program is to provide access to drowning prevention resources and education for the community's underprivileged, mentally or physically challenged or otherwise disadvantaged.

The vision of the program is to play a key role in the reduction of child drowning incidents.



The Gift of Swimming offers lessons that are completely free to underprivileged children, to learn essential skills. In addition to acquiring valuable survival skills, they gain self-esteem and self-discipline which will change their lives forever. The program depends

heavily on community support and business partnerships and appreciates the overwhelming support provided over the years. For more information about the program or if you'd like to partner in providing swim lessons to a child, please contact, the Gift of Swimming by phone at (407)905-2815, or by email at [info@giftofswimming.org](mailto:info@giftofswimming.org).

Visit the Gift of Swimming website at [www.giftofswimming.org](http://www.giftofswimming.org).

## Coaches Corner: Diversity In Coaching

**Name:** Jason Calanog

**Nationality:** Philippines and USA

**Ethnicity:** Asian or Pacific Islander

**Position:** Senior Assistant Head Coach,  
Head Late Night Coach

**Club Name & Location:** The Bolles School  
Sharks, Jacksonville, FL



**What Is Your Personal/Professional Experience as a Swimmer:** A Club Swimmer; swam at West Virginia Univ. and a National Coach for the Philippine National Team. As a swimmer, I was fortunate enough to see many types of cultures and backgrounds due to the fact that my family moved a lot through my childhood. I was able to understand different types of coaches, but also different ways of doing things through swimming. I gained so much knowledge through this process. The sport of swimming gave me a chance to have familiarity while growing up in different countries.

**Why Do You Coach?** I coach for the pure passion and love of the sport. It gives me a chance to give back to the sport that helped change my life in a positive way. I can also help future stars of the sport to reach their potential, whether it be doing one lap or Olympic aspirations. My ultimate goal as a coach is to teach lessons for the future of these athletes through the sport of swimming.

## Central Florida Marlins Host "A Movie & A Splash"

The Central Florida Marlin swim club partnered with the Boys & Girls Club of Marion County to host youth for a "Movie and A Splash" mini clinic.

About 25 youth participated in a rotational clinic facilitated by swim club coaches and age group swimmers who volunteered their time for the event. The ages of the kids were from ages 8 up to 12; some having never been in a pool before. Each youth participated in three rotational stations, with each station set up to introduce a different skill/technique. Afterwards, all enjoyed a grilled lunch provided by the club and had fun in the water, practicing their newly learned skills and techniques. Future partnership plans include offering an in depth swim lesson program to meet the specific needs of the Boys & Girls Club youth.



## Anthony Nesty Among Several Inducted Into the FL Swimming Hall of Fame



Anthony Nesty

**Anthony Nesty**, an Olympic medalist and one of the most accomplished and decorated national and international swimmers of our time; was recently inducted, as a member of the inaugural class, into the FL Swimming, Inc. Hall of Fame. Nesty, is the Associate Head Coach of the FL Gator Swim Team and has been a member of the Gator swimming coaching staff for over 14 years. He's one of the most revered coaches in college swimming.

Also inducted were Bud and Irene Hackett, Tom Lamar, Sam Griner, Harry Meisel and Brooke Bennett, as members of the FL Swimming, Inc. Hall of Fame's Inaugural Class of 2011. Nesty received this honor while attending the FL Swimming, Inc. Annual Convention held in early October 2011. Nomination forms and information can be found on the FL Swimming, Inc. website.



*"Diversity is the one true thing we all have in common."*

*Celebrate it every day".*

*- Unknown -*

### Ways Your Club Can Reach Out

- **Club Outreach Liaison:** Identify a parent, board or community member to serve as you clubs Outreach Liaison (see Volunteer Description on the FL Swimming Website - Diversity Link)
- **Partner** with your local Childhood Development Services; Elementary or middle schools located in a disadvantaged area of your community; mentoring programs; foster parent associations; Daycare's or contact your local United Way to see how they can help
- **Inquire** of your local Community Based Care Agency (foster care) to see if grant funding is available to support prevention swim lesson programs for the disadvantaged
- **Establish** an Outreach/Diversity Link on your club website

### In the ZONE: A Focus on Athletes

**Name:** Taylor B. **Current Age:** 8

**Club Name:** Central Florida Marlins

**Year Began Competitively Swimming:** 2007

**Favorite Stroke (s):** Freestyle & Butterfly

**What Do You Like About Swimming:**

It's a team and individual sport. Also, I don't have to run or sweat a lot.

**What Don't You Like About Swimming:**

It takes a lot of hair care

**Favorite Swimmer:** Maritza Correia

**Biggest Swimming Accomplishment:**

Sticking with it & I set a record in the 100 IM for 8 & under at my club

**Hobbies:** Skating, Girl Scouts, Swimming & Dancing

**Immediate Future Goals:** FLAGS & Continue to do well in school



*\* This section is dedicated to highlighting diversity of FL Swimming, Inc. athletes. To feature an athlete from your club send us a picture and their answers to the listed questions.*

### Ryan Lochte

**Named "Athlete of the Year"**

Ryan Lochte, one of our country's most accomplished swimmers, was named "Athlete of the Year" by USA and Florida Swimming.

Lochte, a multi Olympic medal winner, is known for his speed and distance while kicking under water. He's won over 50 medals and is preparing for the 2012 Olympic games. The FL Swimming, "Athlete of the Year" was awarded at FL Swimming's Annual Convention, held in early October.

### Community & Corporate Sponsorship/Partnership Opportunities:

**Contact us to see how your Business/Organization can help and benefit! We reach 1,000's and so can you.**

- **Funding = Kids Learning to Swim**
- **Partnerships = Program Sustainability**

**Contact Retta Barber:**

**Rbwil97@peoplepc.com to inquire**

**It Takes a Community!**



### Committee Membership:

- Applications available on the FL Swimming Website @ [www.floridaswimming.org](http://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.

**For More Information Contact:**

Retta Barber by Email:

**Rbwil97@peoplepc.com**



**FL Swimming, Inc.**

**Outreach & Diversity Newsletter**

**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](mailto: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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**Executive Director: Helen Kelly**