

2018 Iowa Swimming, Inc. Swimposium
Final Swimposium Committee Chair Report

The 2018 Iowa Swimming, Inc. Swimposium was held on October 6, 2018. I am pleased with how the event unfolded as chair of the event.

The 2018 Swimposium Committee

I want to thank the committee that assisted with the year-long planning process and for their terrific assistance during the October 6, 2018 event. The event would not have been possible without the efforts of the entire Committee. The members of the Committee were:

Tanja Avant – Athlete Liaison
Allison Fellner – Athlete Representative
Grace Spellman – Athlete Representative
Don Spellman – Coach Representative
Kirstin Oppel – Officials Representative
Jason Wenger – Officials Representative
Amee Wilkins – Parent Representative
JoAnn Carstensen – Parent Representative
Jodie Stone – Parent Representative
Janna Carter – Parent Representative
Kim Crawford – Logistics

Participants

Final number of participants:

Athletes – 127 (ranging from age 8 to 17)
Parents – 66
Officials – 30
Coaches – 22

Goal for the number of participants:

Athletes – 260 (ranging from age 8 to 17)
Parents – 80
Officials – 60
Coaches – 25

The clinics offered to participants

I attach the final schedule of clinics that were offered during the Swimposium.

The feedback regarding the Swimposium

I attach the summary of the exit survey that was taken of the participants at the end of the Swimposium.

Recommendations of items to change for future Swimposiums

- Have a conversation with USA Swimming and other LSCs on whether it is better to select topics first or speakers first. The Committee spent a lot of time deciding upon topics before we selected our speakers.
- Have better on-line registration platform that (a) accepts registrations from Apple products; and (b) produces a better reports for the end user. Jotforms did not accept registrations from Iphones, Ipads, and Apple computers. The Jotforms registration reports were not user-friendly and took time to decipher.
- Obtain the support of the LSC coaches for the Swimposium. A lot of promotion could be done by the coaches directly to their teams if the coaches supported the Swimposium.
- Have access to ISI's social media accounts to promote the Swimposium.
- Provide lunch to all participants. The lunch time frame was too short and very few downtown Des Moines lunch locations were open on a Saturday. This will increase the cost of the Swimposium.
- Provide access to the Olympians to the coaches and parents.
- Make sure there is a DIII and Junior College coach on the panel if a college coach panel is offered in the future.

Denial of the use of ISI's Social Media Sites

The LSC's refusal to promote the Swimposium using the LSC's social media sites (Facebook, Twitter, and Instagram) was **wrong**. Promoting an LSC event such as the Swimposium using the LSC social media sites is not spam. The LSC is a business and the purpose of social media to a business is to promote itself, its events and its activities. Subscribers voluntarily elect to follow a business on social media in an effort to keep informed of the news and activities of the business. Receiving promotional posts from a business is expected. If subscribers do not want to receive promotional posts from a business they can elect not to follow the business on social media.

Social media is the only way many members of our organization receive information about our organization and its events and activities. Our LSC does not advertise and we under-utilize our social media sites. By preventing the Swimposium Committee from being able to use the LSC social Media sites to promote the Swimposium, the LSC prevented the Swimposium Committee from effectively and efficiently marketing the event to a vast number of our members.

The LSC's refusal to discuss the denial of the use of the LSC social media sites was inappropriate and poor leadership.

The manner in which the Swimposium Committee was informed of the LSC's denial of the use of the LSC social media sites to promote the Swimposium was untimely, rude and disrespectful. The Swimposium Committee worked extremely hard to make the Swimposium a successful event and to be summarily dismissed by the LSC in its efforts to promote the Swimposium was demeaning to the work performed by the Swimposium Committee.

**2018 Iowa Swimming, Inc. Swimposium
Schedule**

Registration - Foyer of Meeting Rooms					
Time	Room A (Officials)	Room B (Coaches)	Room C (Parents)	Pool	Activities
	Welcoming Remarks and Introductions				
8:00					
9:00					
9:15 to 10:00	The making of a Professional Chief Judge By David Coddington	How Credible Coaches Think By David Benzel	Safe Sport for Swimmers By Maggie Vail	Group A (8:15 to 9:45) With Jimmy Feigen	Group B >Nutrition >Dry-land Training With Hali Flickinger
10:10 to 11:00	So what are all those white shirts doing on the deck at every meet? By David Coddington				
11:10 to Noon	The making of a Professional Stroke and Turn Official By David Coddington	Safe Sport Scenarios By Maggie Vail	Peak Performance By Ted Kepos, Abby Erion's and Andrea Weber and Don Spelman	Group B 10:00 To 11:30 With Jimmy Feigen	Group A >Nutrition >Dry-land Training With Hali Flickinger
Noon					
- 1:00	Lunch Break (Lunch on Your Own)				
1:00 to 1:50	Safe Sport Scenarios for Officials By Maggie Vail	Nutrition for Athletes By Nicole White		Injury Prevention and Physical Therapy By Ted Kepos, Abby Erion's and Andrea Weber and Don Spelman (Lunch Provided)	
2:00 to 2:50	The making of a Professional Administrative Official, Administrative Referee, or Meet Director By David Coddington	From Distance to Open Water by John Dussliere		How to Create a Winner's Mindset By David Benzel	
3:00 to 3:50	The making of a Professional Starter or Deck Ref. By David Coddington	To Push or Not to Push By David Benzel		Safe Sports Discussion for Athletes by Maggie Vail	
4:00 to 4:50	The making of a Professional Open Water Official By David Coddington	Training Athletes with Disabilities by John Dussliere		Nutrition for Athletes By Nicole White	
Swimming Opportunities in College A Coaches Panel Discussion Moderated by John Dussliere Coaches: Marc Long (University of Iowa), Tom Samland (University of Nebraska-Omaha), Jason Owen (Lindenwood University)					

Iowa Swimming, Inc.

2018 Swimposium, Summary of Exit Surveys

Athletes

Responses to the Survey – 74 surveys received from athletes. 127 registered athletes.

Expectation of Swimposium

- Exceeded Expectation – 37
- Met Expectation – 34
- Below Expectation – 3

Recommend a Friend – 69 yes; 5 no

Favorite Speakers

- Jimmy and Hali
- The nutritionists (Ellen Davis and Nicole White)
- David Benzel

Summary of Comments

- Need more activities\swimming; there was too much sitting
- Do more with the Olympians
- Provide More Food
- Shorten the afternoon session

Coaches

Responses to the Survey – 9 surveys received from coaches. 22 Registered coaches

Expectation of Swimposium

- Exceeded Expectation – 3
- Met Expectation – 6
- Below Expectation – 0

Recommend a Friend – 9 yes; 0 no

Favorite Speakers

- David Benzel
- Nicole White
- Maggie Vail

Summary of Comments

- Provide better chairs
- Recruit a DIII Coach for the coaches panel
- Make all presentations slides available on-line
- Be more interactive

Officials

Responses to the Survey – 17 surveys received from officials. 30 registered officials

Expectation of Swimposium

- Exceeded Expectation – 2
- Met Expectation – 15
- Below Expectation – 0

Recommend a Friend – 17 yes; 0 no

Favorite Speakers

- David Coddington
- Maggie Vail

Summary of Comments

- Charge more and provide a lunch on site; places for lunch were hard to find
- Provide some pool time with swimmers
- Offer refreshments
- More discussion on Open Water
- Use a different room because of the PA system used in the next room

Parents

Responses to the Survey – 42 surveys received from parents. 66 registered parents.

Expectation of Swimposium

- Exceeded Expectation – 33
- Met Expectation – 9
- Below Expectation – 0

Recommend a Friend – 42 yes; 0 no

Favorite Speakers

- David Bernzel
- Maggie Vail
- Nicole White
- Ted Kempros

Summary of Comments

- Break into small groups
- Some time with Olympians
- More practical nutrition presentation
- More time with David Benzel
- All Speakers were knowledgeable and worthwhile
- It was fantastic
- Good price
- Make all presentations slides available
- Provide a lunch on site
- This was awesome
- Greatly appreciate the variety of speakers
- Create more of these opportunities