

# THE DRY SIDE



## COACH MATT

- Raised in Williamsburg
- Graduated from Jamestown High School
- Graduated with B.S. of Science from Virginia Tech in 2010
- Married Michelle in 2012
- Opened CrossFit 1607 in 2013
- Partnered with 757swim as a strength coach in 2019
- Dad to Connor (9), Emma (7), Cameron (5), and Tyler (2)



## HAPPY HOLIDAYS!

As we approach the holidays, I want to take a moment to thank you all for working together to make 757swim better! We are lucky to have so many team families who are ready and willing to step up and handle any need that presents itself - whether it's volunteering at a meet, pressure-washing the outside of our building, overseeing the hospitality at our meets, or helping families who are new to the team or visiting for a meet with information and encouragement. Our biggest meet of the year - the Grand Illumination Invitational - was a total success thanks to all of you!!

757swim also wants to congratulate Matt & Michelle Midnight and everyone at Crossfit 1607 on their move & expansion to the WISC! Read more about this exciting news and how Matt and his staff support our older swimmers in the Coach's Corner below!

Finally, as you and your family and friends consider end-of-year giving, please keep 757swim in mind! As a 501(c)3 organization, we use every donation to positively impact our swimmers!



*Coaches show their spirit on day 3 of the Grand Illumination Meet*

## COACH'S CORNER WITH MATT MIDNIGHT

### 5 questions, 5 answers with our Strength Coach:

#### Q. Coach Matt - How did you get into personal training and coaching?

A. I started personal training around 2010-11, thinking I'd eventually go back to school for physical therapy—but life had other plans. At the same time, I got really into CrossFit and decided to take a leap of faith and open a gym. Fast forward to today, and I couldn't have imagined how it would all turn out. We went from less than 1,000 square feet of space to where we are today, and now I get to work with amazing young athletes like my 757 swimmers. It's amazing when I think about it.

#### Q. How did you become affiliated with 757swim?

A. Morgan hired me in 2019, and I'll always be grateful for that opportunity. At the time, I had no idea how much it would shape my career—or my life. That one chance turned out to be one of the best things that's ever happened to me and my family. Morgan, thank you. I wouldn't be where I am today without you.

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## COACH'S CORNER WITH MATT, CONT'D FROM PAGE 1

**Q. What kinds of things do you work on with our swimmers?**

A. It depends on the group. With the younger swimmers, we focus on fundamentals—things like push-ups, pull-ups, single-leg squats, core work, jumping, and running. Later in the season, we might introduce basic dumbbell exercises.

As they move up to Silver 3, we start working on barbell movements with technique bars. It's about building a strong foundation—getting the “software” in place so that when their “hardware” (physical development) catches up, they're ready for more advanced training.

At the Gold level, the focus shifts to strength development and eventually power work. Strength always comes first, then power. Across all groups, we introduce mobility work and shoulder maintenance early on, which helps set the tone for everything they'll do with 757.

**Q. What is your favorite thing about working with the 757swim athletes? Can you share a favorite memory?**

A. There are so many moments that stand out. Honestly, I just love being part of the team—whether it's stopping by practice, standing on deck during meets, or just encouraging the kids to have fun and enjoy the process.

The little moments mean the most. Like Mason in 6th grade, staying after a session to work on his first pull-up—and getting it. Or KK pointing to the Olympic flag in the gym and saying, “I'm going to get you one of those someday.” Charlotte bringing me her pottery projects from ceramics class—I've got enough now to start a gallery! Louisa bringing me a t-shirt from school to make sure I am an honorary Butler Bulldog. And then there are some harder moments that lead to big reward. Watching

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## SPOTLIGHT ON OUR VALUES: PASSION

Passion is at the core of our competitive swim team, driving us to go **“all in”** during every practice and competition, pushing each other to reach new heights. We believe in fostering an environment where we **celebrate all success**, from personal bests and new state cuts to team victories, recognizing that every achievement contributes to our collective growth. At the heart of it all, we never lose sight of the importance to **have fun**, ensuring that our love for the sport fuels our dedication and creates lasting memories in and out of the pool.

## DATES TO NOTE

- Dec. 23 - Jan. 4 - Revised practice schedule for break (see coach's weekly email for your group's schedule)
- Jan. 31 - 757swim Gala “Applause for a Cause”

## SWIM-A-THON UPDATE

Congratulations to all swimmers and families who participated in the swim-a-thon! You made the event a rousing success and logged an astounding 534,375 total yards swum! We are waiting on prizes to arrive and will be distributing them to participants soon - watch your weekly coach email for updates!

## TEAM WATER BOTTLES & STICKERS

Don't delay in getting your 757swim water bottles! They are \$28 and come in orange and navy -- the perfect canvas for the achievement stickers your swimmers will have the opportunity to earn throughout the year! [Click here to secure yours today](#); we'll label it with your swimmer's name for pick up next time you're at 757swim. Your account will be billed.

## WEBSITE GLOW-UP!

Our digital home has been updated! 757swim.com is now our virtual lobby for anyone interested in any of our programming and will direct them appropriately. Team-specific information will still be located on the [team unify/go motion site address](#), which can also be reached by clicking “Team” from 757swim.com.

## HOTELS

Team hotel and block information has been updated and posted on the team unify website under “Events” > “Team Hotel Reservations” - click here to view the team hotels for the VA Senior State and Sectionals meets in Richmond and Christiansburg, respectively.



**Grand Illumination Passion** - Coaches Jake and Holly gather the 12 & under swimmers for some words of encouragement before the team cheer on Saturday of our mid-season championship meet.

## BRAG TO US!

Has a swimmer you know accomplished something brag-worthy, whether in or out of the pool? [Use this form](#) to tell us all about it! We love celebrating your accomplishments - it's part of our PASSION as a team!

The form is available for your swimmers to use to share their pride in their own growth as well! The link can also be found in our “About” section on Facebook and in our IG bio as well. Brag often - we love to highlight it!



## SWIM SHOP

The next time you're at the aquatic center, take a few minutes to peruse our expanded offerings in the lobby. We're thrilled to be able to offer goggles, suits, bags, shirts, equipment, and swag so our swimmers and their families can find what they need locally and save some \$\$!

## PARENT HQ

Have questions about volunteering, fundraising, signing up for meets, or being a swim parent in general? [Check out the Parent HQ on our website!](#) This page has helpful videos, tips, and information and will be expanded and updated throughout the season.

## UNOFFICIAL SWAP & SELL

If you are looking to buy, sell, or swap equipment, suits, or swag, check out the Unofficial 757swim Swap & Sell group on Facebook to connect with other parents!

## VOLUNTEERING

Now that we're four months into the season, with two of our six hosted meets under our belt, it's a great time to check your volunteer hours in Team Unify to ensure you're on track. If your highest-group swimmer is in Copper, you're on track to fulfill your hours if you've logged at least 2.2 hours. If your highest group is Bronze level or above, you are on track with at least 6.67 hours.

## PAPA JOHNS

The next time you place an order with Papa Johns, use promo code "757swim" and 10% of your order will be donated back to our club!

## SPONSORSHIP OPPORTUNITIES

Do you or does someone you know own a business? If so, consider asking them to sponsor 757swim! Sponsorship is a terrific way to support a local organization that provides valuable programming to the community. It's also a great way for a business to get the word out to our over 400 families who utilize our aquatic center and programming. When you secure a sponsorship, it also satisfies your fundraising obligations for the year. For more information about sponsor opportunities and levels, please see the Sponsor tab on [our website](#).

## APPLAUSE FOR A CAUSE GALA

The Applause for a Cause Gala is our largest - and most fun - event of the year! Mark your calendars now for Jan. 31, 2025 and invite any and all of your friends who love to spend a fun evening for a terrific cause. Grab a table now to enjoy dinner, entertainment, an incredible live auction, and the most exciting raffle-dash you've ever experienced.

Funds raised last year have given 8 families the life-saving gift of swim lessons, helped send numerous Paralympic swimmers to Paris for the Paralympic Games, and helped to fund the goals of 757swim as a non-profit organization, namely keeping dues low for our families. [Click for tickets!](#)

## MEET REPORTS

Meet reports for IMR/IMX and the Fall Fiesta have been posted on our website [here](#). Big thanks to parent volunteer and team statistician Meredith White for all her hard work compiling these!

## BOD UPDATES

Minutes from board meetings (once approved at the next meeting) can be found on our website. Log in to your GoMotion account and go to About Us, By-laws and Minutes. The next meeting will be December 18th at 6:30pm.

## REFER A FRIEND!

Did you know we offer swim-related fitness options for all ages and stages? These programs not only provide much-needed resources to our local community, but they help offset the costs of our dedicated 757swim Aquatic Center. If you know anyone looking for **swim lessons**, our current session just began and we have gift certificates available (swim lessons make terrific holiday gifts)! For adults, we have **open lap swimming** 6 days per week and **Aqua Zumba** sessions. We also offer **lifeguarding certification courses**. For more information about these programs or to enroll, please see our website or email [info@757swim.com](mailto:info@757swim.com).

## MEGA AUTO SPA

Visit our sponsor Mega Auto Spa, enter code 9043, and a portion of your wash total will be donated to 757swim! You'll get a sparkling car AND help your child's team!

## VA SWIMMING SCHOLARSHIPS

Virginia Swimming will award four scholarships (\$1500 each) to athletes who are graduating from high school this spring. The application for the Virginia Swimming Athlete Scholarship can be accessed [here](#). The deadline for receiving the applications is January 31, 2025. Recipients will be announced at Senior Champs this March.

The goal of the scholarship is to acknowledge athletes who have given back to the sport by involvement in the swimming community. To be eligible for the scholarship, an athlete must:

- be a member of a 2025 high school graduating class
- have a cumulative GPA of 3.0 or higher
- be a currently registered Virginia Swimming member for two or more years

## LOST AND FOUND

The 757swim Aquatic Center's lost and found is located just before the bleachers in the brown bin to the right. The ledge above it is frequently used for smaller items. Please take a moment to look through these items for any that may belong to your family and if you find that your swimmer has mistakenly brought home an item that is not theirs, please return it to the lost and found.

## COACH'S CORNER, CONT'D

Emma come back from a long layoff and crush her fly events. Same with Georgie coming back through injury and now able to swim pain free his Senior year. Seeing Anna and my athlete/coach relationship grow from being unsure of my coaching to fast forward to today—she gives me her all every day and will run through a wall when I ask. Being invited to signing days for athletes like Holly and Addy, or hearing Andrey say on Thanksgiving that he's thankful for me as his coach or Ellie just bringing me Christmas cookies—it all means so much. I love the relationships I've built with these kids and their families. They make it all worth it. Honestly, this seems like too many examples to give but to tell you the truth it's not enough. These kids and this team mean everything to me.

**Q. You have some big news! Can you share it here for context and tell us what you are most excited about with regard to the change?**

A. Yes! Starting January 1st, we're moving CrossFit 1607 to WISC. It's such a full-circle moment for me. Back in 2019, I was training 757 swimmers at WISC—kids like Dillon, Niamh, Gina, and Colby. Later, we moved training to my gym, but as the program grew, we realized we needed more space. And man did we have to be patient to find the right place to move to. Now, we're heading back to where it all started for me with 757, and I couldn't be more excited. This move will allow us to improve the quality of training for the kids and make the program more convenient for families. It's a big step, but I truly believe it's going to make a huge difference for everyone involved.



Swimmers cheer for their teammates during the Grand Illumination Inv'l

## SPOTTED WORKING TOGETHER

Our volunteer superstars for November are **Stephanie Kessel, Richard Long, and Terri Parkhouse!** These incredible volunteers pitched in to ensure that our Swim-a-thon and November away meets went off without a hitch! Stephanie was our incredible Swim-a-thon coordinator and spent hours planning, making graphics, compiling all the decor and supplies needed, coordinating volunteers, and ensuring that everything leading up to the event, during the event, and after the event went swimmingly! Stephanie - we cannot thank you enough!! Terri and Jason Parkhouse generously gave their time and delicious coffee during the Swim-a-thon, ensuring that all adults were properly caffeinated while counting their swimmers' laps. Richard Long has also logged an impressive number of hours in November. You all exemplify our motto of "Working together to make everyone better." Thank you!

## TYR TIP

Watch your email for great TYR deals! If you haven't already, go to [Teams.TYR.com](https://Teams.TYR.com) and use code 757SWIM25 to join our team portal. This will give you access to our team discount of 25% (perfect for gifting all sorts of TYR items!) and make you eligible for extra deals that TYR offers from time to time!! Look for emails from "Team TYR" for these sales!

## CROSSFIT 1607 THROUGH THE YEARS

As we congratulate Coach Matt and Michelle Midnight on their expansion and celebrate the close proximity of 1607 to 757swim (terrific news for parents and carpool logistics!!), have a look back at our athletes working hard and having fun at Crossfit 1607 through the years.

