

# THE DRY SIDE



## COACH JAKE

- Born and raised in Charlottesville
- Grew up playing sports and music.
- Part of a family of 5 (Dad, Mom, older sister, younger brother, and Jake in the middle!)
- Began swimming in the local summer league at the age of 5 and continued to swim through high school (CYAC for Club and Western Albemarle for High School), which included a State Championship as a senior captain for Western Albemarle, returning during college summers to coach and making it 17 years with the same team
- Decided on William & Mary for college where he was a member of the club swim team, as well as a tour guide, admissions officer, and an avid food eater.
- Returned to W&M for Grad School & completed a 5th year Masters Program in Elementary Education!
- In addition to swim coaching, I also am a second-grade teacher at Laurel Lane Elementary, going into my fourth year!



## APPLAUSE FOR THE CAUSE GALA

Grab your tables and tickets today! You've never been to a benefit as fun as this one! Raffles, auctions, lip-syncing performers, wine, dancing, dinner, cash bar - this event has it all and the best news - it's for a terrific cause!

The Applause for a Cause Gala on January 31 is our biggest fundraiser of the year - providing income that helps keep monthly dues stable as well as scholarships for local children to gain the life-saving skill of swimming. Through attendees' immense generosity in 2024, the gala raised enough for multiple children to benefit from our lessons pro-gram! Lessons Director Rachael Davis has this to say, "I watched many kiddos grow from barely being able to put their faces in the water & blow bubbles to being able to competently move through the water and reach the side of the pool. These swimmers grew in confidence and I celebrated every milestone with them."

Gather your friends, invite those who have a heart for the community and love to have a great time, and reserve your table today! Each table seats 8 and includes \$100 worth of raffle tickets, which will come in handy as we draw tickets for the prize dash! That's right -when each ticket is called, the holder dashes to the prize table to grab ANY prize they'd like! Last year the first items to go were laptops, ipads, 55" televisions, apple watches, etc., but nearly everyone left with a terrific prize. Don't miss out on the fun this year! Get your tickets today here.



*Lip Sync Champions Michele Brenner and Jenn Wall pose with friends*

## COACH'S CORNER WITH JAKE PAULSON

**5 questions, 5 answers with a Lead Coach:**

**Q. Thanks so much for taking the time to share with us Coach Jake! First, can you tell us a little about your swimming background?**

A. My mom was a swimmer, so she had the idea for each of us as kiddos to learn to swim confidently and competitively from a young age. It started with summer league with the local Charlottesville league, and then continued with winter and year-round swim for CYAC (which became a part of what is now Cavalier Aquatics). Swimming continued year-in and year-out for me in some capacity all through high school and even college with club swim at W&M. And, now, I consider myself so lucky to still be able to express my passion for swimming through coaching!

(continued on page 2)

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

### Q. When did you decide to become a coach and why?

A. I started junior coaching for my local summer league swim team (the Boars Head Sports Club) when I was 14 or so... and I caught the bug through that. I just had so much fun working with kids, and trying my best to inspire athletic success through personalized relationships and hard work. Then, a few years later, I became a paid assistant coach for that same team. Each new experience and role that I had with coaching only reinforced what I had started to like about the role. I am already a naturally competitive person who loves the sport of swimming, so combine that with a community-driven environment, where my job is to facilitate relationships and motivation... and right then I knew that I wanted to be a coach in some capacity for all the rest of my life! Thus, in grad school, when I wanted to keep blossoming my coaching career alongside my emerging education career, I reached out to my friend Riley Pfadenhauer (a 757 coach at the time), and he put me in contact with 757 to get hired!

### Q. What has been the most rewarding thing about coaching? Can you share some specific memories?

A. The most meaningful parts of coaching are all the different meaningful relationships - this includes the swimmers that you coach, their families, and all the coaches you coach alongside. There are summer league kids that I coached nearly 10 years ago now who are committing to go swim at high-level universities. Last year at age-group states, I got to go back and say hi to many of my old Charlottesville swimmers. I am still in contact with

many of the coaches, swimmers and families that I have coached for and with over the years. It hits you right in the heartstrings every time you hear from a past swimmer or past family, you run into someone at a meet (or somewhere random) and you get to reconnect. To know you made an impact and to see folks continue on their journey is such a rewarding experience.

With 757 in particular, I have loved seeing swimmers continue on and move through the ranks of our different groups. It is always so fun to see someone that you coached in a more developmental role, develop and grow into a strong, competitive swimmer!

### Q. What do you do when you aren't coaching with 757swim?

A. I joke around with people that I have a pretty simple life. It is busy, but I really only go to a handful of places. If I am not at swim, I am doing one of the following:

- At Laurel Lane teaching my 24 second graders or doing one of the litany of tasks that is required of us educators
- At Crossfit 1607 working out (or possibly just hanging out) - I absolutely love exercise, and I love the team/family environment of the 1607 gym with great friends and community
- At my apartment making food - I love to cook. I am not an accomplished chef by any means, but I like to look up a good recipe to create and I eat just about everything.
- Visiting my girlfriend in Washington D.C. - Her name is

(continued on page 4)

## SPOTLIGHT ON OUR VALUES: INTEGRITY

Integrity is the cornerstone of a successful swim team, fostering trust and unity among teammates and coaches. By living the mantra **"Be respectful, responsible, and ready,"** swimmers create an environment where everyone feels valued and supported. Embracing the principle to **"Own it"** ensures accountability for actions, both in and out of the pool, reinforcing personal growth and team progress. Most importantly, practicing integrity means choosing to **"do the right thing when no one is looking,"** a commitment that builds character and sets a standard of excellence that extends beyond the sport. We're so proud of the integrity our swimmers and families exhibit daily!

## DATES TO NOTE

- 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!

## 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.

## 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](#).

## DONATE PRIZES FOR THE GALA!

Do you own a business that you'd like to promote? Do you have extra gift cards or gifts from the holidays that you'd love to donate? Would you like to help make a life-saving difference in the life of a local child who couldn't otherwise afford swim lessons? We are looking for prize donations for the prize dash - these can be anything from a new laptop, television, or gaming console to a gift certificate to a local spa, new pair of earrings, or set of wine glasses. All donations can be brought to 757swim and placed in the designated box starting this Monday, January 13th. Thanks in advance for your help in making this a successful event!

## MEET REPORTS

Meet reports for WAC Fall Classic, 757swim Grand Illumination Invitational, and TAC Titans Blizzard Blitz have been posted on our website [here](#). Big thanks to volunteer 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

Laina, she is awesome. She does live in D.C., though, so about once a month I go to her, and once a month she comes to me :)

**Q. Did you make any resolutions for 2025 and if so, what are they? Bonus question - what are you most excited about as we look toward championship season?**

A. Completely unrelated to swimming, but I am starting off the year with a complete break from anything on my phone that could be considered "doom-scrolling." I deleted my instagram, facebook, reddit, and youtube (I never had Snapchat, Twitter or TikTok). I am trying my best to break the habit of using social media, reddit, or youtube out of sheer impulse and boredom. I am too often guilty of draining minutes and hours away by just staring at my phone screen while the tech. algorithms feed me more self-gratifying and sensory stimulating content. I have seen the impact that this type of media has had on attention-span and emotional maturity in the classroom, so I think it is important to train myself out of the bad habits myself. Check back in with me after a month though!

This championship season, though, I am most excited about the best times and atmosphere of a taper meet. It is so cool to hype up the elementary aged kiddos after nearly 6 months of training in prep for a big champs meet. We get to February after A LOT of training, and it usually all comes together with super fast times. I cannot wait for it!



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

## SPOTTED WORKING TOGETHER

Our volunteer superstars for December are **Leslie Street, Cassandra Lamerdin, Heidi Long, and Lisa Evans!** These incredible volunteers pitched in to ensure that the Grand Illumination meet was a success! Leslie, Heidi, and Lisa worked many long hours as Stroke & Turn officials during the meet, while Cassandra took care of all the behind-the-scenes set-up of the Grand Illumination Invitational as well as all of our home meets. Thank you ladies!

We'd also like to extend a huge thank you to our Human Resources volunteer Angela Walker for her help in December and throughout the fall with anything and everything that's been asked of her by the board and coaches. Thank you all!

## 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!

## GOLD 2 HOLIDAY SOCIAL

The Brenner family hosted Gold 2 for a fun holiday social in December. Swimmers had a taco bar, made gingerbread houses, decorated swim cookies, and had a white elephant gift exchange. Thanks so much for organizing, hosting, and sharing pictures with us, Michele!

