



## **Welcome Booklet**

Welcome to Tide Swimming!  
2023-2024

*“Building champions in life through the sport of swimming”*

Tide Swimming began as Tide Swim Team in January 1988 with the vision of founder Sandra Jones. Now, having spent 35 years cultivating a passion for swimming, Tide continues to grow and attract new talent in the pool and on the deck. Building on the team’s strong sense of community and youth development, Tide partners with the YMCA of South Hampton Roads to offer numerous facilities as training sites for our athletes. Tide athletes have been world-ranked, Olympic Trials, USA National, and USA Junior National qualifiers, and Virginia Swimming Age Group and Senior level champions. We are proud of the opportunity we offer every child to reach their goals. Additionally, our staff of coaches offers an unparalleled level of expertise.

Our team has grown tremendously in both membership numbers and achievement. This is the result of a unique community of coaches, staff, families, athletes, and defined organizational processes and governance. We hold our Vision, Values, and Behaviors front and center to everything we do. We operate from a place of trust and respect along with open communication. We are excited that you have chosen to join us and we thank you for entrusting your child’s development to our team!

The world of swimming can be overwhelming at times and we hope that this document helps introduce you to the many aspects of our team and our sport. You may still have questions, and we encourage you to reach out to the many resources available to you. We may be a “big team”, but we strive to operate like a “small team”. We value relationships and want everyone to feel like there is someone they can reach out to for support. At a high level these are key contacts:

- [Coaches](#): training, “wet side” athlete development questions
- [Executive Director- Jennie Carder](#): team and staff administration, billing, Team Unify website navigation
- [Parent Leadership Committee \(PLC\) representative](#) for your group: facility questions, carpooling, “nuts and bolts”
- [Service Hours Requirement](#): Team Admin
- [Board of Directors](#): strategic planning, organizational, “dry side” issues

Tide is a 501c3 Non Profit and is governed by a parent led, all volunteer Board of Directors. The B.O.D. supports our coaching staff and membership by ensuring financial stability through involvement and oversight. It also works to guide and implement strategic imperatives as defined by the Head Coach, Executive Director, and Board of Directors. The Board hires the Head Coach and the Head Coach hires his/her staff. If you have staff concerns or questions, it’s best to contact the staff member directly or the staff member’s supervisor.

## TIDE'S VISION, VALUES, AND BEHAVIORS

### **Vision statement**

To create a culture that empowers every athlete, coach, and parent to have meaningful experiences in life and sport through TEAM.

### **Core Values and Behaviors**

#### **GRIT**

Display mental toughness over time and through adversity.  
Celebrate failure; learn from your mistakes.  
Finish what you start. Persevere.

#### **RESPECT**

Behave with positive intent in how you listen, speak, and act.  
Be punctual, present, and prepared.  
Take pride in your environment.

#### **INTEGRITY**

Be honest and transparent.  
Honor your commitments and be accountable for your actions.

#### **GRATITUDE**

Be thankful by showing appreciation and support for all.  
Honor relationships.

#### **MERIT**

Bring meaningful contributions daily.  
Grateful for everything, entitled to nothing

#### **PERFORMANCE**

Be accountable to your highest standard.  
Commit to and appreciate the journey.  
**Strive together!**

## **TIDE'S PROGRAMS**

- Swim School (4 years-adult)
- Year-Round Competitive Team Swimming
- Masters (adults 18 and older) Swimming

## **TIDE'S AFFILIATIONS**

- Speedo sponsored
- Virginia Swimming LSC (local swimming committee)
- Virginia Zone Team
- Eastern Zone Swimming
- USA Swimming

## **COMPETITIVE SWIM YEAR**

### [Meet Schedule](#)

September – beginning of competitive year

August – end of competitive year

Short Course (yards) season – September-March

- Mid-season championship meets in December
- End-of-season championships in February and March

Long Course (meters) season – April-August

- End-of-season championship meets in July and August

## **TIDE TEAM STRUCTURE**

- PRE-TEAM
  - Swim School
- COMPETITIVE SWIMMING
  - Developmental Swimmers
    - Novice
    - Developmental Silver
    - Developmental Gold
  - Age Group Swimmers
    - Age Group Prep
    - Age Group Bronze
    - Age Group Silver
    - Age Group Gold
  - Senior Swimmers
    - Senior Bronze
    - Senior Silver
    - Senior Gold
    - Pre-National
    - National
- MASTERS
  - Fitness and competition for adults 18 and older

## **MOVING TO THE NEXT LEVEL**

How does my child move to the next level?

- Technical skill at practice
- Race times
- Emotional, social, mental, and physical readiness
- Understanding of practice concepts (reading the clock, interval training, etc)
- Practice attendance
- Meet participation
- Determined by the coach and communicated in June/July
- Detailed information about group progression standards can be found [here](#).

## **TIDE BOARD OF DIRECTORS**

### [TIDE Swimming - Board of Directors](#)

#### Executive Officers

- President: Jenny Huelsberg
- Vice President: Jenn Strach
- Secretary: Bridget Fickenscher
- Treasurer: Darby Schoenfeld
- President Emeritus: Katy Arris-Wilson

#### Directors

- Chad Knapp
- Lyn Mannato
- Sara Beth Roberts
- Kelly Swartz

#### Staff and non-voting members

- Head Coach: Richard Hunter
- Associate Head Coach: Mike Salpeter
- Head Age Group Coach: Cat Leach
- Executive Director: Jennie Carder
- Team Accountant: Mackenzie Codington

## **TIDE COMMUNICATION**

Tide Website: [www.tideswimming.com](http://www.tideswimming.com)

- Home page announcements
- Coaches directory
- Swim Team dropdown menu includes: program overview, practice group descriptions, practice schedules, fees & pricing, financial aid, meet schedule, service hours information, team records, and more

Team Unify Tide Website: <https://www.gomotionapp.com/team/vatst/page/home>

- Website for team members
- Home page “News” announcements
- Log on to your account here!
- Ensure billing info/addresses are up to date
- Electronically sign all registration agreements
- Sign up for swim meets (see details in following sections)
- Sign up for service hours (see details in following sections)
- Information center for Parents: [Parents - Helpful Information](#)

Emails:

- Now that your child is a swimmer in our program, you will receive various email updates from us. This includes weekly emails, information regarding swim meets, information regarding service hour sign-ups, as well as other important updates

## **COMMUNICATING WITH A COACH**

### Coaching Staff

If you need to talk to your swimmer’s coach please email them to set up a meeting. Our coaching staff wants to be able to stay focused on athletes during practice times and will be unable to take questions during that time frame.

- Email – send your swimmer’s group lead coach an email and expect a response within 24 hours. If there is no response, please reach out to leadership staff.
  - o Note- coaches are not likely to respond over the weekend so an email sent Friday afternoon will be addressed by the coach on the following Monday

Attendance expectations vary by practice group. Please email your swimmer’s coach if they are going to miss a practice.

## **OTHER MEANS OF COMMUNICATION**

### **Tide Office**

- Representative: Jennie Carder, Executive Director
- Weekday Hours: 9:00am – 5:00pm
- Office Number: 757-987-0127
- Email: [jennie@tideswimming.com](mailto:jennie@tideswimming.com)

### **Parent Leadership Committee (PLC)**

There will be one PLC Rep assigned for most practice groups. Smaller practice groups at the same site may be combined under one representative. This representative is a “veteran” parent who can help answer any questions based on their Tide experience. They will share information from the Board and can communicate questions/issues from parents to the Coach and/or Board as necessary. Responsibilities of PLC Representatives are outlined on [this page](#).



## **SERVICE HOURS REQUIREMENTS/SIGN-UPS**

Tide participates in both home and away meets. In order to provide an ideal environment for our participating athletes we are required to provide workers to ensure the meets run smoothly. Swim meets cannot run without family participation. Your willingness to serve will have a great impact on your child's athletic environment and love of swimming. There are many opportunities to get involved including officiating, timing, and swim meet preparation/hosting. Read about the program on the Service Hours webpage [HERE](#).

Service hours are assigned on a per-family basis. Families may complete their allotted hours at any given point throughout the season, with most opportunities occurring in September, October, November, April, May, and June. These are the months in which we host our own meets at the Princess Anne YMCA. The 2023-2024 TIDE hosted meet schedule is located [HERE](#).

- Families whose highest level swimmer is in Developmental Silver will be required to work 8 hours
- Families whose highest level swimmer is in Developmental Gold will be required to work 15 hours
- Families with swimmers in Age Group Bronze, Age Group Silver, Age Group Gold, Senior Silver, Senior Gold, Pre-National, and National will be required to work 25 hours
- Families whose ONLY swimmer is in Novice, Age Group Prep or Senior Bronze do not have a service hours requirement because these groups do not have a year round contract
- Any service hours not worked by July 31 will be invoiced on August 1 at a rate of **\$50 per hour**, with the fine charged to the payment method on file

In addition, we attend meets hosted by other teams ("away meets") and our team is often asked to provide timers for these meets. If your swimmer attends meets hosted by other teams, especially championship level meets, you will be expected to volunteer as a lane timer, whether you owe service hours or not. **The maximum number of hours awarded per session for timing at away meets will be 2 hours.** There will typically be a separate signup for those shifts and it is available just 1-3 days before the start of the meet. You may earn a maximum of 10 hours this way.

### **How do I sign up for my service hours?**

Emails are sent out in advance alerting families of upcoming opportunities to complete hours. You must be logged into your Team Unify account to sign up for jobs. Jobs for a given meet are listed on our Team Unify website, on the meet event page itself. Look for the "Job Signup" button.

## **How to check into the meet as a volunteer**

- Volunteer check-in at the Princess Anne YMCA is located at a picnic table near the pool entrance.
- Look for the table and a volunteer in a Tide shirt or white t-shirt with a clipboard to sign in for your shift.
- Make sure to sign in early so they know you are there.

## **Helpful Hints**

- Communicate! If an issue arises, please reach out to the Service Hours Team immediately.
- Have special skills? Please let the Service Hours Team know. Examples can include audio / electronics set up and maintenance and construction / repair of meet hosting equipment.
- Consider pairing up with another parent to watch each other's swimmers while the other parent is working the meet.
- There are a variety of jobs. They don't all require you to be on deck during the meet. Meet setup and breakdown occur before and after the start and end of a competition day.
- If your child is not swimming in the meet, you can still sign up to work.
- Mount Trashmore bubble raising and lowering is another way to earn service hours.
- You may contact the Service Hours Team at [servicehours@tideswimming.com](mailto:servicehours@tideswimming.com)

## **Other jobs that fulfill service hour requirements**

- Tide officials are an important asset to our team and fulfill a family's service hour requirements. More information can be found at [TIDE Swimming - TIDE Officials](#)
- Supervisory positions in functional areas like meet broadcasting, hospitality, and operations are available. These long term positions also fulfill a family's service hour requirements. Contact the Service Hours Team for more information.

## **BILLING**

At registration you will create a Team Unify account/password. Use your login to view invoices, commit swimmers to meets, sign up for and check your balance of service hours. Credit cards / Bank accounts are charged on the 1<sup>st</sup> of each month as per the payment plan defined in the [swimmer contract](#). Any meet fees or other charges (swim caps) incurred during the month are invoiced and charged with the next billing cycle.

Except for the session based groups (Novice, Age Group Prep, Senior Bronze) all parents agree to a year-long contract during registration. Swimming fees are billed in 10 equal installments from September through June. Swimmers in Developmental Silver, Developmental Gold, and Age Group Bronze have the ability to withdraw if a 60 day notice is provided in writing to the Executive Director. (Dues are required during the 60 day period.)

Meet fees are paid on the 1<sup>st</sup> of the month after they are posted to your account. For information on meet fees see [TIDE Swimming - Meet Fees Explained](#)

**View the 2023-2024 Swimmer Contract [HERE](#).** The Swimmer Contract is also available in the dropdown menu under the "Parents" tab on our Team Unify website.

## **EQUIPMENT AND TEAM STORE**

See our website for group equipment needs: [Practice Groups](#) and team suits [Team Uniform](#)

Aquawear is a locally owned swimwear and equipment store located at 521 N Birdneck Rd. Virginia Beach VA 23451. Aquawear is our Speedo team dealer store. Through Aquawear you can buy our team suit, team warm-up jacket and pants, pool equipment, and other necessary supplies. The Tide portal can be found at <http://aquawearswim.com/team-portal/tide/>

Tide caps are available from your practice group coach. Your coach will notify the Admin Team to post the cap charge to your Tide account for payment on the next automatic billing date. Silicone caps are sold at practice and meets for \$15.00.

Equipment can also be purchased at:

- Swim Outlet [www.swimoutlet.com/tideswimming](http://www.swimoutlet.com/tideswimming)

TIDE spirit wear can be purchased through our apparel store [HERE](#) . This is the easiest place to buy our team shirts! The store will be open for two week time frames throughout the year as a popup shop. Look for emails with further information and dates. Once the ordering period ends, merchandise will be produced, with delivery to practice locations approximately 3 weeks after the end of the ordering period.

### **Helpful hints:**

- Swimmers must wear a Tide cap to practice and at meets.
- All equipment should be labeled with the swimmer's first and last name.
- For swim meets swimmers will need white (or grey), blue, and black Tide shirts. These are available from the Team Store.
- In addition to the equipment noted on the website, other items such as a parka and a dry bag are also helpful, especially in wet weather and winter months.

- There is a “Tide Find and Swap” group on Facebook. This page has postings from parents looking to sell or give away used gear. If you are on Facebook, search for it and request to be added to the group.
- There are often pop up swimwear and equipment vendors with booths at swim meets.
- Swimmers do not need to wear a Tide team suit for practices. These are reserved for the meets.
- Swimmer ages 12 and under are restricted from wearing technical suits by USA Swimming. For more details see the [USA Swimming article](#).

## **SAFE SPORT**

<https://tideswimming.com/safe-sport/>

Tide Swimming abides by all USA Swimming Safe Sport requirements and policies. In addition to USA Swimming Safe Sport, we are also members of Safe 4 Athletes, a nationwide independent, non-profit dedicated to advocating for athlete welfare and providing a positive environment. USA Swimming is committed to safe-guarding the welfare of all members, with swimmers as the top priority. If you have an issue, the first thing to do is contact one of our Tide Swimming Athlete Welfare Advocates (AWA). These parents are appointed by the Board and function independently of the Board. They are trained in Safe 4 Athlete protocols. Another resource is to reach out to a representative at 1-855-SAFE4AA (1-855-723-3422).

Tide has two Athlete Welfare Advocates available to team members. Our Athlete Welfare Advocates are adults who have volunteered to be available to any athlete who is concerned about the conduct of coaches, staff, volunteers, or other athletes and wants to talk about it. The fundamental underpinning of Safe4Athletes is to encourage athletes and parents to have a voice by giving them an avenue to express it. This is the role of AWAs. This system is unique to Tide and is over and above our National Governing Body, USA Swimming's, mandates for Safe Sport.

Every Tide coach signs and abides by Athlete Protection Training guidelines, and becomes certified by USA Swimming. Speak up when you/your child has a concern! Set up a time to talk with either a coach or an athlete welfare advocate. Abuse, bullying, and/or harassment are all forms of unacceptable behavior for any Tide swimmer/coach and will be dealt with immediately. Please contact your coach or an associate head coach if you suspect any kind of this behavior. [Coaching Staff](#)

The Tide Swim Team Codes of Conduct for Coaches, Parents, and Athletes can be found here on our Team Unify website Safe Sport page [HERE](#).

## **MEET SIGN-UPS**

Swim meets provide a great opportunity to have fun with teammates and practice racing! Championship meets give swimmers the chance to compete and earn points as a TEAM as well as to track individual progress.

Our meet schedule for the 2023-2024 season is posted on here: [Meet Schedule](#) \*The schedule is subject to change\* A list of the TIDE hosted meets for 2023-2024 is posted [HERE](#).

## **SWIM MEETS AND SIGN UP PROCESS**

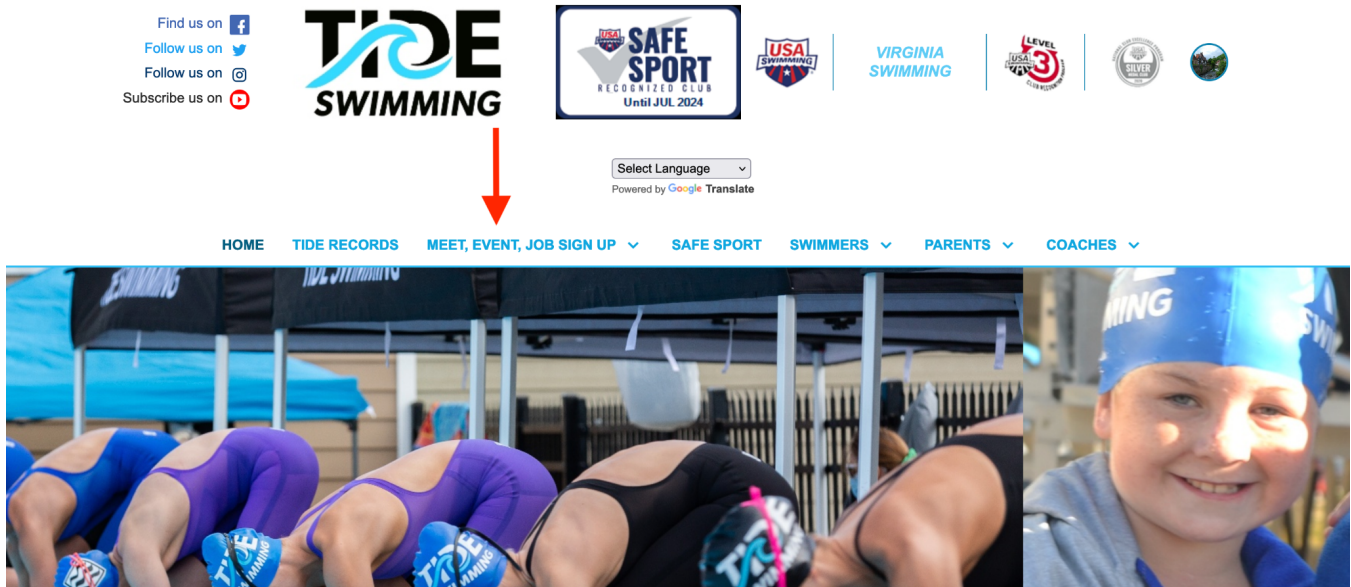
To sign up for a meet please be on the lookout for emails from lead coaches in the weeks leading up to the meet. These emails will advise of meet information, meet dates and location, and sign-up deadlines. Group lead coaches will advise you on what meet(s) your swimmer should attend. Group lead coaches have the final say on what events your athlete will swim. Detailed meet information such as schedules and meet fees can be found in the **Meet Invitation on the meet page** in Team Unify.

### **Meet Sign Up** [TIDE Swimming - How to Enter Meets](#)

- Login to your Team Unify account
- Click on "Meet, Event, Job sign up" in the main menu
- Find meet title in the directory, click on the meet name (in blue)
- New page will show all necessary information (location, dates/times, etc)
- You must click on "attend/decline" (in pink), select your swimmer, and commit yes/no to the meet.
- Please utilize the notes section as well (if you can only attend certain days, if your swimmer has specific event requests). Coaches will enter swimmers in ALL DAYS of a meet unless you stipulate otherwise.

## Meet Declaration Process using our Team Unify website (shown below)

Click on the Meet, Event, Job Sign Up menu tab to access list of meets available for signup



Click on the TEAM EVENTS tab to access meet calendar

The image shows the 'Team Events' tab selected on the website. The 'Team Events' tab is highlighted with a red arrow. Below the tab, there are filters for 'Current & Upcoming' and 'Past & Archived'. A search bar and 'Subscribe' button are visible. The event list includes:

- Sep 01 2022** **TIDE Masters Team 2022-2023 (Hidden)**  
01 September 2022 - 31 August 2023 Event Category: Adult Programs  
TIDE Masters Team  
\$25.00 one-time registration fee  
\$50.00 per month charged auto
- Sep 05 2023** **2023 Fall Session 1 Swim School**  
05 September 2023 - 30 October 2023 Event Category: Swim Lessons  
For more information, visit the Swim School webpage [HERE](#).
- Sep 23 2023** **2023 ISCA Open Water Festival**  
23 September 2023 - 24 September 2023 Event Category: Swim Meet  
This event is a OPEN WATER alternative event at Smith Mountain Lake the weekend of 9/23-9/24. Please speak with your son/daughter's coach if this is an appropriate event for you. Please see attached meet invite on page for specific event details.
- Sep 23 2023** **2023 TIDE Swimming King Neptune Fall Invite**  
23 September 2023 - 24 September 2023 Event Category: Swim Meet  
This meet is open to ALL athletes enrolled on TIDE Swimming. Please check meet invite that is on our team site for details!

Look for the meet you wish to select or decline and click on the red button indicated

Practices **Team Events** Event Notes

Current & Upcoming Past & Archived

[Subscribe](#)

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This event is a OPEN WATER alternative event at Smith Mountain Lake the weekend of 9/23-9/24. Please speak with your son/daughter's coach if this is an appropriate event for you. Please see attached meet invite on page for specific event details.

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23 September 2023 - 24 September 2023 Event Category: Swim Meet

This meet is open to ALL athletes enrolled on TIDE Swimming. Please check meet invite that is on our team site for details! Click this button to commit or decline your swimmer from the meet 

Select athlete from list of active members

Team Events

**Athlete Signup** **Committed Athletes** **Undeclared** **Declined**


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**ISCA Open Water Event**  
Oct 4, 2020 (08:00 AM) - Oct 4, 2020 (02:00 PM)

My Account: **Carder, Jennie** (757) 308-0591 Registration Deadline: **09/01/2020**  
[Q Change Account](#) (Admin Only)

Click on Member Name to declare for this Event:

Member Name	Member Commitment	Last Updated
Jennie Carder *Active	<input type="checkbox"/> Undeclared	





## Select "Attend/Decline", then "Save Changes"

Team Events

ISCA Open Water Event (Oct 4, 2020 (08:00 AM) - Oct 4, 2020 (02:00 PM))

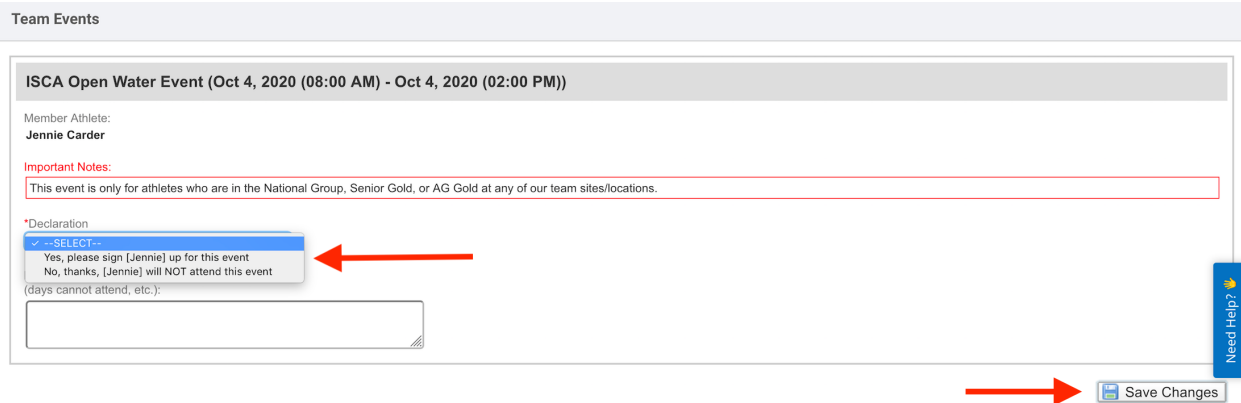
Member Athlete:  
Jennie Carder

**Important Notes:**  
This event is only for athletes who are in the National Group, Senior Gold, or AG Gold at any of our team sites/locations.

\*Declaration

--SELECT--  
Yes, please sign [Jennie] up for this event  
 No, thanks, [Jennie] will NOT attend this event  
(days cannot attend, etc.):

[Need Help?](#)



## Helpful Hints

- Speak to your coach before signing up for a meet if you have any questions. They can provide guidance on the appropriate meets and sessions within the meet for your swimmer.
- You don't have to commit to a full meet. For a multi-day meet, you can make a note in the comments section if there are sessions your swimmer is unable to attend.
- The coaches will let you know whether they will be choosing events for your swimmer, or if the parents/swimmers can make requests for specific events via Team Unify.
- Look for emails during the week before the meet, they will have warm-up times.
- The coach will let you know where to sit (team area).
- Items to bring to the meet: team suit, team cap, goggles, team shirt, additional clothes to stay warm, shoes, multiple towels, food/snacks/water, chairs, highlighter and sharpie, extra bathing suit.
- Meet programs (also called Heat Sheets) are typically sold at concessions at each meet. Sometimes you'll be asked to print yours at home. They will range in price depending on the type of meet. Bring cash.
- Look for veteran parents or your PLC rep to help with reading heat sheets/knowing when to send your child up to swim!
- Arrive 15 minutes prior to warm-up start time!
- An additional Tide per swimmer meet fee is added on to swimmer's entry fees to help pay for the cost of sending coaches to meets.

## **TIME STANDARDS**

### [TIDE Swimming - Time Standards](#)

Time standards are a motivational tool to help swimmers gauge progress. They also determine competition level and some meets will require time standards to register. Current time standards can be found at the following:

National Age Group Motivational Times

<https://www.usaswimming.org/docs/default-source/timesdocuments/records/age-groups-2024-agmts.pdf>

Virginia Swimming Age Group Champs Qualifying Times

[https://www.teamunify.com/va/UserFiles/Image/QuickUpload/2021-2024-agc-qts---final\\_046013.pdf](https://www.teamunify.com/va/UserFiles/Image/QuickUpload/2021-2024-agc-qts---final_046013.pdf)

Updated information can be found at <https://www.usaswimming.org/times/time-standards>

## **MOBILE APPS**

Download the **SportsEngine Motion** (free) swimming app for your smartphone. You will be able to log in with your Team Unify account email address and password. On the app you will be able to track your swimmer's attendance, view meet info, job sign-ups, and billing information.

The **Meet Mobile** (paid) app allows you to get real time results and standings during the swim meets.

## **SOCIAL MEDIA**

Give us a like on Facebook: [Tide Swimming](#)

Follow us on Instagram: [Tidestagram](#)