

WELCOME TO THE FOX VALLEY WAVE PARENT MEETING



Fall Winter
Season 2013/14

ON OUR AGENDA FOR THE NIGHT..



- Team Philosophy
- Current State of Team
- Leadership Board Transition
- 5 Year Planning Process Update
- Home meet update and needed support
- Questions & Answers

TEAM PHILOSOPHY

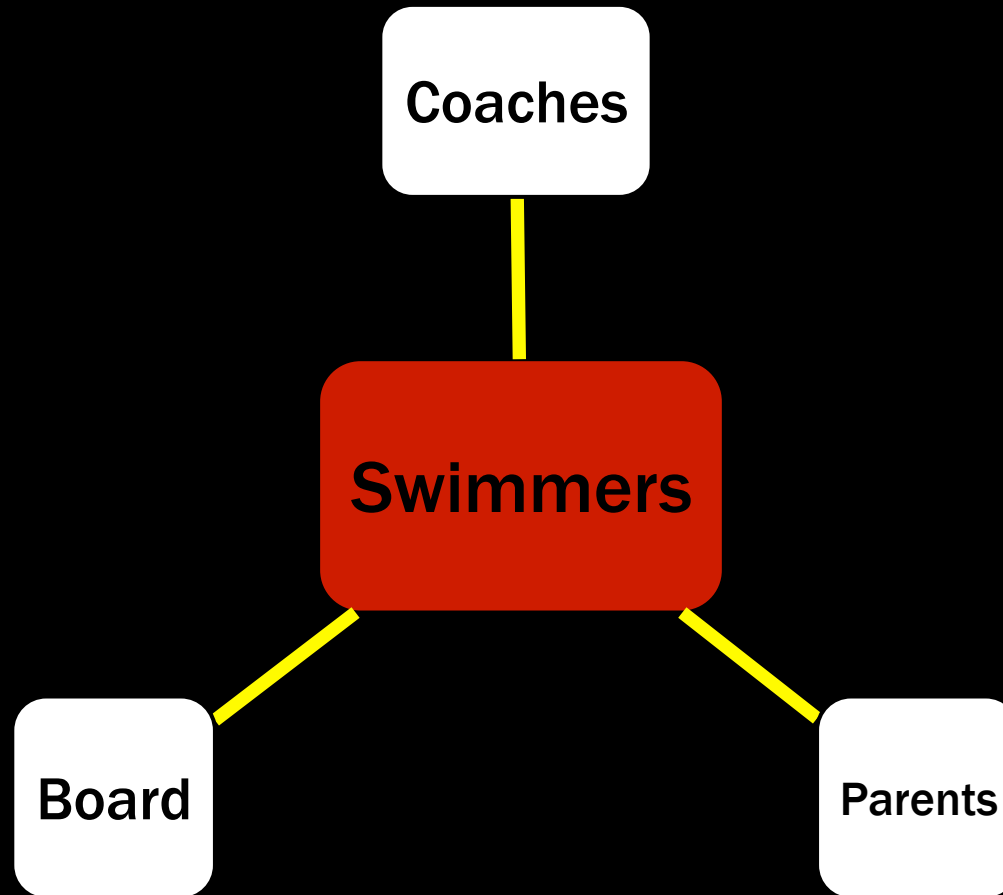


Thoughts from Coach Curt

“The roles we all Play!”

“Our mission is to establish a culture of excellence which provides each swimmer the opportunity to achieve their highest personal goals in swimming and life.”

TEAM PHILOSOPHY



SWIMMERS



Bronze: (Ages 6 - 11)

- Developing the four competitive swimming strokes as well as start and turns
- Games and drills are used to create a fun enjoyable atmosphere for learning
- Very basic aerobic training through the use of drills is introduced to this group
- Recommended practice attendance of 2-3 times per week for 60 minutes.
- Attendance at several local swim meets throughout the season is part of the development plan for this group

Silver: (Ages 8-14)

- Low level aerobic training and is predominately technique driven
- Emphasis is on continuing to refine good stroke mechanics, starts and turns.
- The ideas of training and how the number of practices, and how the practice is swum, plays a role in how a swimmer performs at a meet
- Introduced to setting goals and "being your best".
- Recommended practice at least 3 times per week for 75 minutes.
- Attendance at most local swim meets throughout the season is recommended.

SWIMMERS



Gold: (11-14)

- Is a transition from age group swimming to senior level swimming
- The goal for the group is to have any remaining stroke flaws corrected and continue to build an aerobic base
- A high commitment and dedication to swimming and the team is required
- Swimmers are strongly encouraged to attend at least 4 practices per week, plus more as they become more dedicated to swimming
- Should attend as many meets as possible to gain experience.

Senior: (Ages 13 and up)

- Make a high commitment to the sport of swimming and prioritize their days in order to attend practices and competitions
- Practice 5-9 times per week,
- The emphasis is on specific, intensive and highly motivated training
- This group has set high goals with the expectation of performing with excellence.
- Swimmers are challenged to improve in every aspect of swimming and life
- Required to attend USA State Meet if they qualify and should attend as many local and higher level competitive meets as possible

SWIMMER COUNTS



- Bronze = 27
- Silver = 30
- Gold = 23
- Senior = 46
- Total 126

COACHES



- **Curt Beutler**
 - Head Coach
- **Greg Hollub**
 - Gold Lead Coach
- **Ruthe A Zimmerman**
 - Silver Lead Coach
- **Kim M Bjork**
 - Bronze Lead Coach



- **Deck Coaches**
 - Jenny Seibel
 - Jamie Schnurer
 - Chris Bouressa
 - Laura Jean Westfall
 - Amy Hopfensperger
 - Abby Strobel
 - Christi Latta
 - Kerry Brygger

CURRENT BOARD



Board of Directors

Kris Hackbarth-Horn

President

[Email](#)

Christi Latta

Meet Director

[Email](#)

Heidi Rocke

Apparel Coordinator

[Email](#)

Kristy Hipp

Social Coordinator

[Email](#)

Christine Cowell

Secretary

[Email](#)

Debbie Cortina

Volunteer Coordinator

[Email](#)

Kent Bauman

Treasurer

[Email](#)

Curt Beutler

Head Coach (non-voting position)

[Email](#)

Craig Lane

Financial Consultant

[Email](#)

Carolyn Eisele

Recruiter/Publicist

[Email](#)

Paul Vandenberg

Vice President

[Email](#)

Ruthe A Zimmerman

Team Administrator (non-voting position)

[Email](#)

PARENT SUPPORT



■ Besides:

- Driving
- Feeding
- Supporting
- Loving our kids

■ We need your help:

- Get on the Board
- Join a Committee
- Volunteer at our home Meet(s) a must
- Volunteer for special projects
- Buy Wave Apparel
 - Seek out Heidi Rocke
- Become an Official
- Order Scrip
 - Seek out Tracy Froiland
 - Go to the Website
- Be open and welcoming to new families and help them learn the sport

GETTING CONNECTED



The screenshot shows the USA Swimming website with a prominent banner for the "DECK PASS PLUS" app. The banner includes the USA Swimming logo, navigation links (HOME, ABOUT, MEMBER RESOURCES, TIPS & TRAINING, EVENTS, TIMES, NEWS, NATIONAL TEAM, OLYMPIC TRIALS, FOUNDATION), and a search bar. Two smartphones are displayed showing the app's interface, which includes icons for Scoreboard, Coaches Pass, Goals, Log Book, Friends, Store App, Time Search, FAQs, and Share App. Below the banner, there are three sections: "JOIN TODAY" (BECOME PART OF AMERICA'S SWIM TEAM), "FEATURED STORY" (11/27/2013 10 Reasons I'm Thankful for Swimming), and "FOR WHAT ARE YOU MOST THANKFUL?". The bottom of the page features a "NEWS" section with several articles dated 11/27/2013.

USA SWIMMING

HOME ABOUT MEMBER RESOURCES TIPS & TRAINING EVENTS TIMES NEWS NATIONAL TEAM OLYMPIC TRIALS FOUNDATION

DECK PASS PLUS

Sign up now to earn patches for your achievements, compete and connect.

LEARN MORE

JOIN TODAY
BECOME PART OF AMERICA'S SWIM TEAM

Want to be a teammate of Ryan Lochte and Natalie Coughlin? Find a USA Swimming club near you and dive into the world of competitive swimming for fun, friends and exclusive member benefits.

FIND A CLUB

FEATURED STORY
11/27/2013 10 Reasons I'm Thankful for Swimming

Swimmers are thankful for many things: taper, spaghetti, bacon, warm warm-up pools, 4 hour Swimmer Naps. But we're also thankful for swimming. Let's face it, swimming may be a love/hate relationship, but it's the best sport on the planet.

READ MORE

FOR WHAT ARE YOU MOST THANKFUL?

As we all sit down to dinner Thursday, many of us will take a few moments to give thanks for family, friends and good fortune. The following are what former and current USA Swimming athletes are giving thanks for this year.

LEARN MORE

DECK PASS
THE OFFICIAL APP OF USA SWIMMING

NEWS

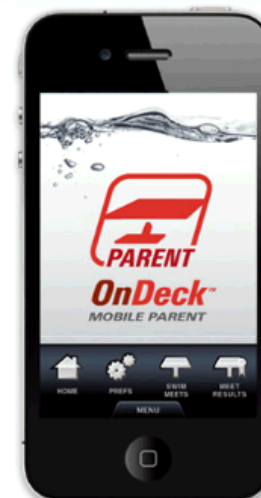
11/27/2013 For What Are You Most Thankful?
11/27/2013 Lessons from Legends: Traditions
11/27/2013 Club Excellence Spotlight: Sarasota YMCA Sharks
11/26/2013 Top Tips for Building Muscle and Improving Body Comp

Meet Mobile
By The Active Network,
Open iTunes to buy and down



View In iTunes

Free



Fox Valley Wave 6-Time Champs!



WISCONSIN
SWIMMING



Home Events Records Swim Groups Calendars Hosted Meet Pools Links

Sign In

Start Registration

More Information

Contact Us



facebook



WAVE Partners



Santa Scamper

New Swimmer
Information

Practice Schedule

WELCOME TO THE FOX VALLEY WAVE SWIM TEAM

WE ARE THE 2013 13 & OVER SCY and 2013 LCM DIVISION II STATE CHAMPIONS

The registration period for the 2013-2014 Fall/Winter is now closed. New swimmers can please click the "contact us" button to inquire about placement on our waiting list.

FOX VALLEY WAVE SWIM TEAM, PO BOX 221, NEENAH, WI 54957-0221

Events

Swim Meet Team Functions

WEST - Nike Challenge
Dec 6 ~ 8, 2013

Attend/Decline

Speedo Winter Junior Nat...
Dec 12 ~ 14, 2013

Tide
Dec 14 ~ 15, 2013

Attend/Decline

Wave Winter Splashfest
Jan 4 ~ 5, 2014

Job Signup

FSC - IMX Challenge
Jan 11 ~ 12, 2014

Clintonville - Ground Ho...
Jan 24 ~ 25, 2014

House of Events

OVERALL TEAM HEALTH



Fox Valley Wave Swim Team
Parent Handbook
November 2013



- Financial Health
 - Good Position
 - Need to increase focus on fundraising/sponsorships
 - To date registration fees have been the primary source of income
- Team Growth & Size Limits
- Pool Space & Pool Costs
- Board Leadership Transition

5 YEAR PLANNING PROCESS...



- Committee came together for the first time in April with a focus of:
 - SWOT
 - History
 - Finances
 - Board Structure
 - Reviewed Feedback
 - Check In's with Board Along the Way
 - Key Questions
- Curt Beutler
- Achi Cortina
- Deitrich, John
- Genie Georgen
- Kris Hackbarth-Horn
- Mary Kohrell
- Becky Malcomson
- Paul Vandenberg
- Shelly Welhouse

WHAT DO WE NEED TO DO TO GET STARTED?



- Key questions to consider:
 - What structure/resources/program/policy do we need to have to get there?
 - What financial resources do we need to make it happen?
 - Who needs to buy-in?
 - Who needs to know what by when?
 - How do we stay accountable to sustain the change?
 - How do we celebrate our success?
 - Who needs to own this?
 - Lead
 - Support

CREATING THE DREAM...

DRAFT for discussion

*Defining objectives:
Things we MUST do to move us forward*



Lane 1

Clarify and meet SWIMMER NEEDS

- Develop structure for age-group efforts/activities/rites of passage
- Visit Olympic trials every 4 years
- Create a legacy that is compelling for younger swimmers/families
- Appoint "activity directors" for each group, establish group rite of passages, i.e. Bronze sled, Silver Noah's Ark
- Engage Seniors to support and inspire the littles
- Each group transitions to allow them to be at their best as a Senior Swimmer
- Define specific performance metrics
 - Provide the necessary support to get swimmers to highest personal goals (high school team to Olympic trials/Olympics)
- Maintain culture of support
- Continue to focus on the individual and help them achieve their goals
- Continue to support and build a positive environment
- Structure annual activities to enhance life/leadership skills and build upon "team experience"
- Enrich the lives of all swimmers on the team
- Eliminate the cult of personality

Lane 2

Clarify and meet PARENT NEEDS

- Parent outreach and involvement
 - Create a culture of involvement so more parents get involved
 - Consider the resources needed to help new parent connect more/stonger with the culture of the team
 - Assign specific tasks to non-board members to help spread the love
 - Designate "outreach" parents and swimmer for new families and new kids moving up to a new swim group
 - Create a welcoming program for parents of swimmers
 - Develop a Parent Manual
 - Create opportunities for age-group coaches to talk to the parents of their swimmer

Lane 3

Clarify and meet COACH NEEDS

- Coach compensation
 - Pay the coaches a competitive salary
 - Support the coaches so they can be kept and retained
 - Increase head coach salary
- Coach Education/training needs
 - Create a system to feed the coaches data: Best time list after meets and have them talk to kids about it the next week
 - Support and create visibility to the age group coaches as the lead for groups
 - Support getting our coaches involved in growth/educational opportunities USA swimming offers, etc.

Lane 4

Clarify and meet PARENT BOARD NEEDS

- Board Operation
 - Review the structure of the Board to make sure we can spread the work to support the plan
 - Consider the balance between the Board being a "working board" to a "governance board"
- Create a transition process for on-boarding new board members
 - Re-align board and create community structure to make this all happen
- Create structure to move towards Level 3 Club Recognition

CREATING THE PLAN..

DRAFT for discussion

*Operating objectives:
Day-to-day things we do to operate the organization*



Lane 1 Manage budget and financials

- Develop and track budget expenses and income
- Determine membership structure
- Collect and deposit dues
- Conduct budget forecasting/projections
- Set operating budget
- Fundraising - set fundraising goals to meet specific needs for revenues
- Create business development/fundraising committee to generate and pursue fundraising revenue generating opportunities; ideas could include
- Sponsorships; 2 revenue generating meets per year to help with finances; corporate sponsorships; Obtain a primary funder for each year to subsidize team; Corporate Sponsored scholarships to open swimming to a broader spectrum
- Brand us.
- Sign a deal with a sponsor

Lane 2 Internal and External Communication

- Create communication committee with defined responsibilities to: develop talking points, spread messages, receive and respond to feedback, chart process
- Develop a clear communication plan/tool that provides clarity of philosophy (process flow to standardize communication to parents)
- Hold more than 1 parent meeting per year
- Designate an effective communicator for website: newsletter and weekly postings
- Educate parents: who are new to swimming; about college recruiting; and about rites of passage
- Collaboration for greater good of swimming in Fox Valley area
- Become more vocal and active in the community, WILSC, and ?

Lane 3 Attend/host competitive swim events

- Schedule meets
- Attend meets
- Host meet(s)
- Coordinate travel to meets
- Develop volunteer base to serve all necessary roles
- Continue with a Planning Committee focused on the future, separate from Parent Board

Lane 4 Practice for competitive events

- Manage relationships and contracts for ongoing pool space needs
- Continue to build relationships with schools for facility space
- Identify additional facility needs (pool space, dryland workout space, etc.) once swimmer needs are identified
- Create a greater collaborative, supportive and passionate environment for competitive swimming in the Fox Valley Area

ADDITIONAL BOARD & PARENT SUPPORT NEEDED



- Review all Board Positions and update them to reflect this process
- New Roles:
 - **Education Coordinator**
 - **Fundraiser/Sponsorship Coordinator**
 - Committee
- Roles with new focus or support
 - Communication Coordinator
 - Committee
 - Social Coordinator
 - Age Group Parent Volunteers

NEXT STEPS



- Fine tune the plan
 - Priorities what comes first
 - Establish the Calendar for next year and beyond
 - Communicate
 - Update on our progress
 - Prep for the Parent Meeting
 - Enjoy the “laps”..

KEY DATES & HELP NEEDED



- **Home Swim Meet**
January 4th & 5th at
North High School
 - Corporate Sponsorship
 - Snowflake Sponsorship
 - Volunteer Sign-Up
- **Swim-A-Thon**
 - April
 - Committee Members Needed
- **New Board Positions**
Open Coming Soon:
 - Education Coordinator
 - Fundraiser Coordinator
- **Committee Support**
 - Communication
 - Age Group Parent Volunteers
 - Fundraising
- **Officials Needed**
 - Seek out Mark Kohrell



**THANK YOU FOR
SHARING AND BEING A
PART OF THE JOURNEY!**

QUESTIONS?