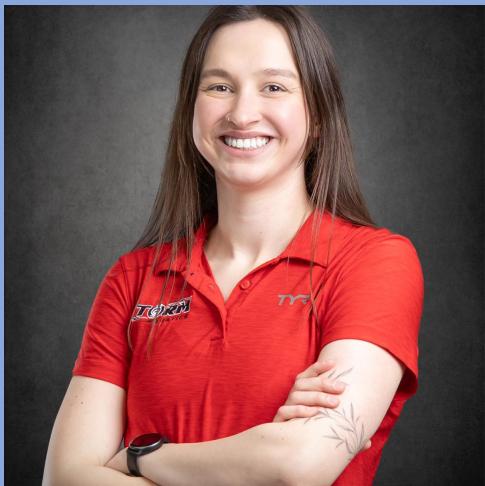




2025-2026

New Family Meeting

Coaching Staff



Erin Radermacher
Associate Head Coach
CYC, HURR, TSU

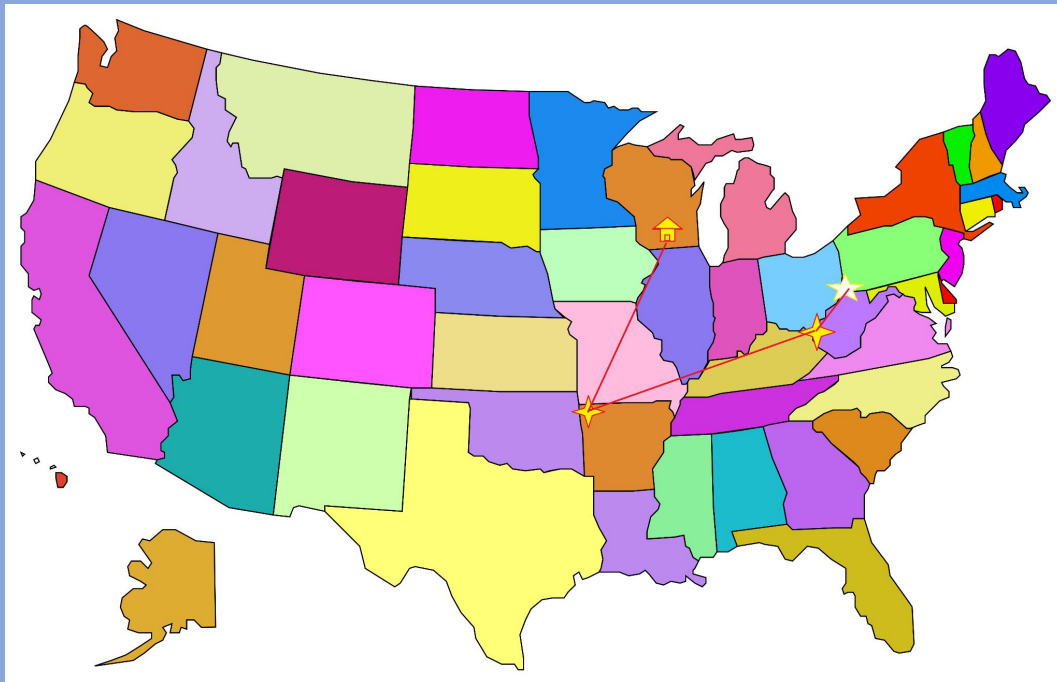


Greg Lake
Senior Coach
SR, PERF, MAST



Michael White
Head Coach/CEO
THUN, TROP, TYP

About Me



BA in Elementary Education
(2005, Marshall University)

2005-2010
Teacher/HS Coach/Summer League Coach

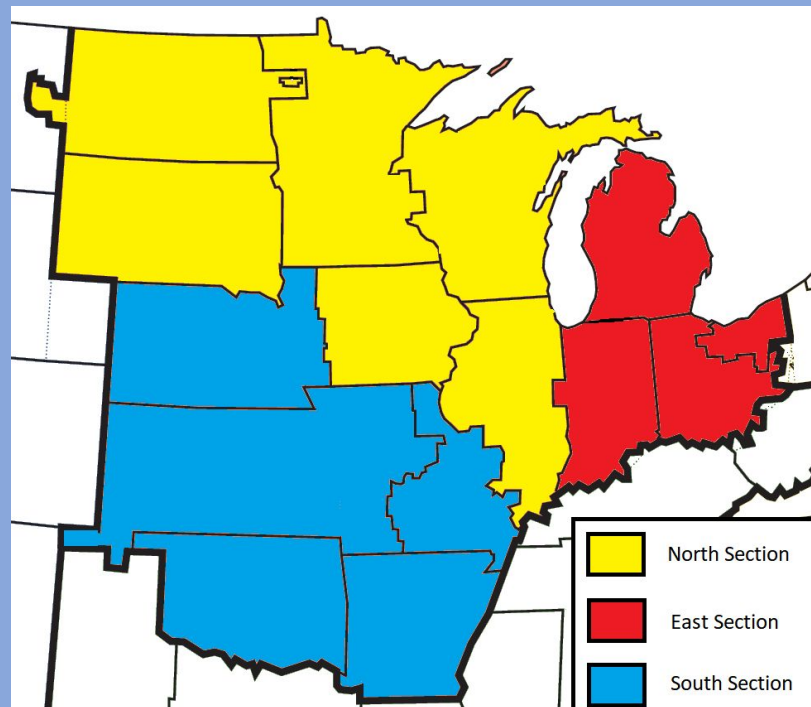
2010-2012
Head Coach, HYCAT of Huntington (WV)

2012-2014
Head Age Group Coach, RAC (AR)

2014-Current
Head Coach, Storm

With Storm

- Age Group Chair, Wisconsin Swimming
 - 2017-2021
 - 2023-Current
- Club Development Chair, Wisconsin Swimming
 - 2019-Current
- Coach Director, Central Zone of USA Swimming
 - 2019-2023

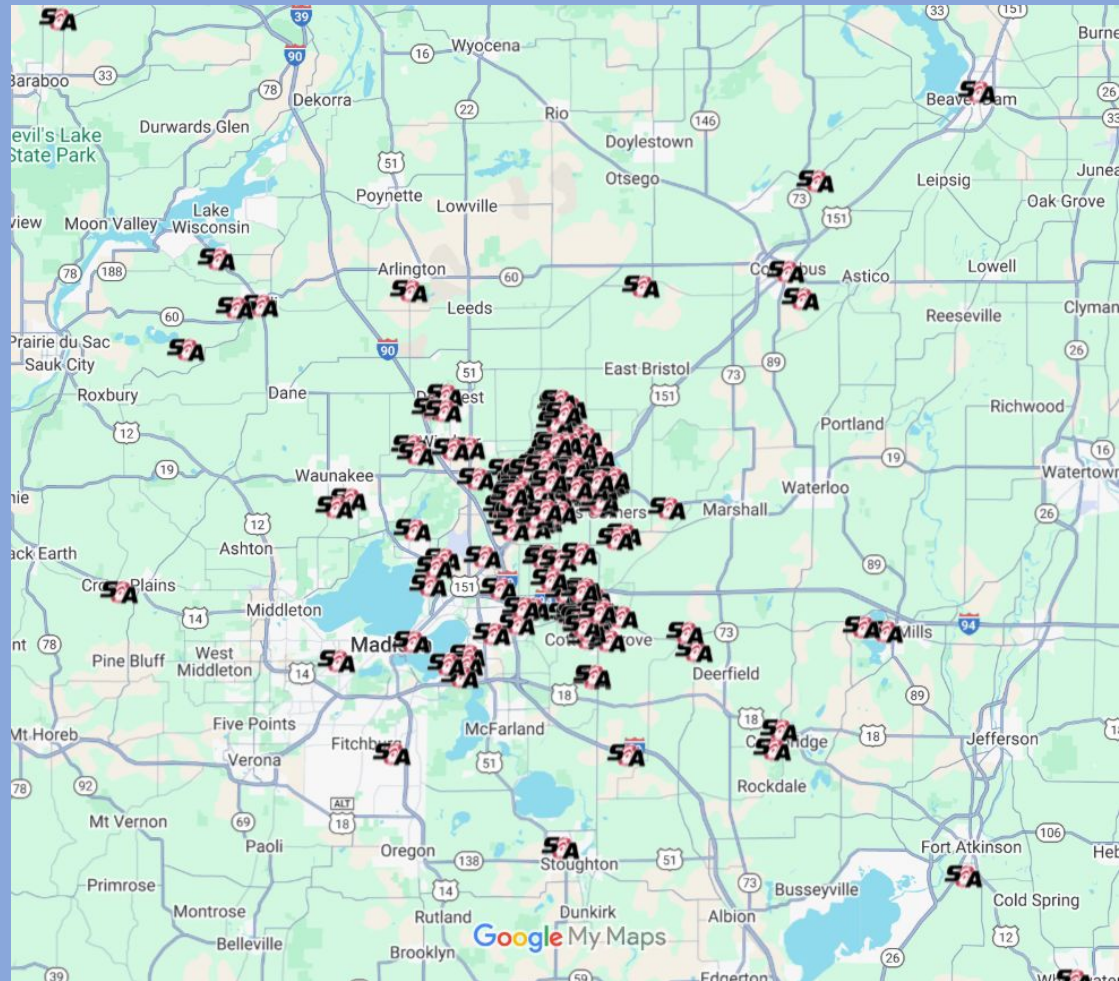


About Storm Aquatics

- Created in 2013 as Sun Prairie Swim, Inc -- a parent board led non-profit
- Joined USA Swimming in 2014 as a part of Wisconsin Swimming (one of ~60 teams)
- Performance Metrics put Storm....
 - Between 8th and 12th in Wisconsin
 - Top 100 in the Central Zone of ~700 teams (top 12%)
 - Top 400 in USA Swimming of ~2600 teams (top 12%)

About Storm Aquatics

- Between 180-220 registered swimmers each session
- Total roster size: ~275 swimmers from all over Madison Metro



About Storm Aquatics

- Mission: Developing athletes and instilling character through swimming
- We try and make every decision through the lens of:
 - Long-term growth of the athlete
 - Growing the sport in a healthy way
 - Being more than just a youth sports team
 - Becoming a strong, stable business that helps the community
 - Helping to develop strong, stable individuals that help the community

Why USA Swimming

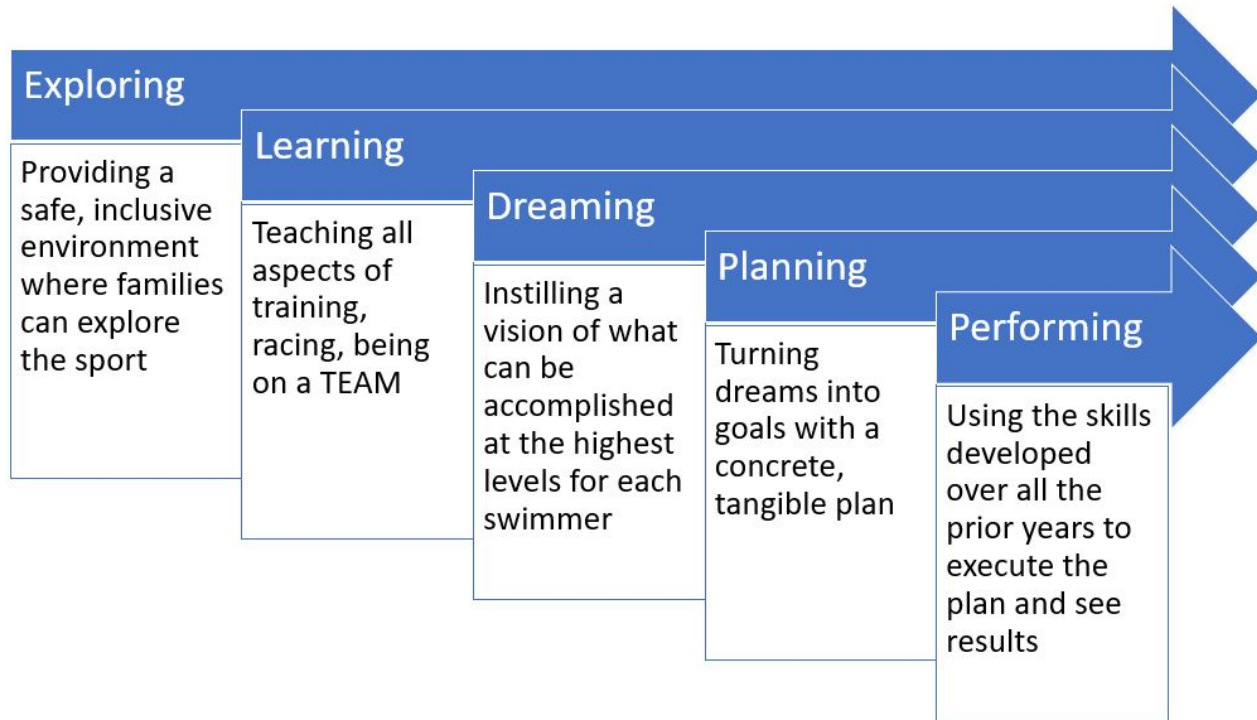


- Insurance
- Organization
 - National
 - Zone
 - LSC
- Competition Network



Let's Talk Big Picture

- The commitment level, practice and competition, is up to you and your swimmer.
 - There aren't requirements, but consistency is key
 - The goal for each swimmer is different, so we approach each situation differently



Keys to Success

- Progress is not always linear
- Storm will not sacrifice long term success for short term benefits
- Focus on the process and not the result
- Comparison is the thief of joy
- Whether it be for the next few weeks or the next 10 years, this is YOUR SWIMMER'S sport, not ours

Get Familiar with the Website

- Most of the pages have sub-menus which can be tricky on mobile devices. The Site Map button at the top is your friend in those cases.
- A tentative, full schedule is posted by clicking the Schedule, Records, Standards button.



Get Familiar with the Website

- Use the website, not the app, to register your swimmer for competition
- Refer to the Google Calendar if you're not sure where to be
 - Each training group has a calendar to subscribe to so you can see everything on your computer/mobile device
 - Separate calendar for meets & events
- The FAQ page is every question we could possibly think of, categorized



Events Page

Jul
19
2024

Regional Championships at WSAC (LCM) Deadline 7/9

19 July 2024 - 21 July 2024 Event Category: Swim Meet

[View Meet Results](#) [Connect to a Different Meet Results Set](#)

For	All Senior Swimmers Other swimmers with BB or better cuts, those going after state cuts
Meet Info	Wisconsin Regional Championships July 19-21, 2024 Wa

Jul
21
2024

Fond Du Lac Last Chance Meet (LCM) Deadline 7/3

21 July 2024 Event Category: Swim Meet

[Connect to Imported Meet Results](#)

For	All
Meet Info	Fond Du Lac Last Chance Meet July 21, 2024 Taylor Park Pool, 380 Emma Street, Fond Du Lac
Deadline	

Jul
22
2024

New Swimmer Evaluations

22 July 2024 - 06 August 2024 Event Category: Social Event

[More information on how to set up a new swimmer evaluation can be found here.](#)

Jul
26
2024

Wisconsin LSC 12&U Championship

26 July 2024 - 28 July 2024 Event Category: Swim Meet

[Connect to Imported Meet Results](#)

[Planning Guide for Meet](#)

MEETS, EVENTS, AND MEETINGS

FUNDRAISING & SOCIAL

[MORE EVENTS](#)

MEETINGS & CLINICS

New Family Meeting (Virtual)

Aug 20 2024
07:30 pm - 08:15 pm

Annual Meeting

Aug 22 2024
05:00 pm - 07:30 pm

Board Meeting

Sep 15 2024
07:00 pm - 09:00 pm

[MORE EVENTS](#)

USA SWIM MEETS

Storm Aquatics Fall Opener
Oct 05 2024

[MORE EVENTS](#)

RIISING STARS MEETS

[MORE EVENTS](#)

Scrolling Down on Home Screen

Swimsuits

- Swimsuit (and apparel) is from our sponsor, TYR
 - We use the “Hexa”
- Team suit is requested, not required.
- Wear something affordable at practice
- Tech suits are tricky business and NOT needed for new swimmers



Shirts & Caps

- A bland latex cap will be given to new swimmers for them to put their names on their foreheads. It goes a long way towards remembering new names!
- Prior to the first meet, swimmers will get their season t-shirt and a cap.
- If you're wanting to do a custom cap, an order will be up through the 2nd week of September. You get a pair of silicone caps with whatever you want on the side. They're \$\$\$
- There will be a few additional clothing options for those who want them this year.



Everyone wears black shirts for Friday meets red on Saturday

Other Equipment & Apparel



- Full listing of equipment by group on website
- Additional apparel is up to you; TYR has all sorts of clothing
- Don't be cheap on toilet paper, q-tips, and fins



Practice Odds & Ends

- Your swimmer should be at the pool 10 minutes before practice begins, but no earlier. SP Schools will not unlock the doors before then!
- If your swimmer needs to arrive late, or needs to leave early--that's fine!
- You needn't email a coach about a missed practice; however, it's good to warn us about extended absences

Swim Meets

- If your swimmer is on the team, they're ready to compete at *some* level
- Select the meets that work for your swimmer and your family's schedule. Some are less important than others, and it's not recommended to try and do *all* meets
- Sign your swimmer up for a particular session, the coaching staff will handle their event lineup and relays
- Swimmers will learn to be comfortable being uncomfortable in events
- Meets are IMPORTANT: not for us to be our rival, or for Stephanie to beat Lucy, but for your swimmer to execute strategies and see progress

The Range of Meets



Rising Stars Meets



- BCSC meets during fall/winter, rec meets in spring/summer
- Usually held on either Friday nights or Saturday mornings
- Meets run about 2-2.5 hours
- No officials, no disqualifications, slightly more chaos
- \$5 to attend!
- Ribbons and affirmation
- Storm does not permit state swimmers in these competitions
- One-day championship meet in February
- Competition age as of December 1st for fall/winter meets

USA Meets



- Usually longer than Rising Stars meets
- Who attends the meet varies meet-to-meet
 - Time standard achievers
 - Meet Qualifiers
 - Age restrictions
- Meets can be local or in neighboring states
- Fees vary WILDLY from meet to meet
 - Surcharges and event fees can make meets expensive
- Age is as of first day of the meet

Home Meets



- Act as a fundraiser for the club
- Require a volunteer commitment from families participating in the meet
- Below are the *major* meets we host, but there will be other smaller meets, time trials, etc, that we'll host throughout the year

Fall Meet	TYR Winter Classic	Regional Championships Co-Hosted with McFarland
Saturday, October 4th	January 10-11	February 20-22
Sun Prairie West	Sun Prairie West	McFarland High School

Meet Results

- Disqualifications are common! From young to old
- Performance for 10&U is erratic
- Plateaus will occur
- Whether your swimmer earns a new time standard, adds 10 seconds, gets disqualified 3 times, or misses a race because they're not paying attention--it's essential that they feel loved the same way no matter the outcome.

Time Standards



B

(Top
50%)

BB

(Top
35%)

A

(Top
15%)

AA

(Top
10%)

AAA

(Top
3%)

AAAA

(Top
1%)

Communication to You

- We'll do our important communication through email
 - We'll use social media and push notifications as backups for sudden things like pool closures, etc
 - A weekly newsletter will come out on Wednesday/Thursday that's distributed by email and can also be found on the homepage
- We use Facebook/Instagram to highlight events, meet results, accomplishments, etc

Communication to Us

- If you need to discuss a matter with the coaches
 - Talk to their LEAD coach. The hourly coaches and Junior Coaches are not proper conduits for conversation
 - Schedule something. Whether it be a time for a virtual meeting, a coffee, or a phone call...put something down where both parties can talk without interruption.
 - Use e-mail, not text!
 - Be mindful that most of the coaches run AM practices, PM practices, and do office work during the daytime hours. Weekends are a rare off time.