

NEW JERSEY SWIMMING

BOARD OF DIRECTORS MEETING

DECEMBER 2013

MEMBER AT LARGE CLUB DEVELOPMENT CHAIR REPORT

MATT DONOVAN / SVY SWIMMING

1. I have started a prototype program with a handful of Clubs in NJ swim in which coaches meet every 3 weeks (or so) for lunch and talk about topics that are effecting us and the world of swimming. Since Mid-October we have had 3 such lunches. Each lunch has a general theme of discussion (am practices and the effects on HS athletes, Distance swimming, working with HS coaches, Taper plans). In addition each lunch has spawned other side discussions on a wide variety of topics. In addition to sharing ideas I think this has been good for the general morale of the coaches that have attended: It gets us out of the office for a few hours, helps us see our friends/ colleagues from around the State and reminds us that we are not the only ones facing a daunting topic (as we all tend to have the same trials and tribulations at each club). I think this has been a good success and I would like to see it grow; but want to make sure it remains in a very informal setting. Just a "food and friends" type of atmosphere. Any coach that would like to attend, the next "meeting" will be Thursday December 19, 2013 at The Brick House Restaurant on Stelton Ave Exit 5 off Rt 287. The next meeting after that will be in Mid-January – TBD.
2. I have continued to meet with coaches around the state that have requested my help (a few of which are in the Mid-Atlantic LSC). Lunch meetings seem to be the most desirable for many. A few have come to SVY to watch my workouts. I would like to do more site visits (away from SVY), but have gotten few if any requests. Please help spread the word on my behalf. I am very eager to get on the road and do hands on work with NJ Clubs.
3. At this time there have been no updates from Peter Clark or USA swim per Club development to my knowledge.
4. I would strongly suggest we move forward with hiring a professional graphic designer to work on the NJ Swim logo. My recommendation would be to use Jim MacLeod. Full disclosure he is a personal friend of mine that I have known since 1995. I have tried other routes: ie asking swimmers, parents, coaches, college students; but personally all of their ideas/submissions have been very unprofessional. I strongly feel that we want this to look professional. Here is Jim's website - <http://jimmacleod.com/> You will note the quality of his work as well as the high caliber of company that he has represented (NHL, NFL, MLB, NBA, Dunkin Donuts) as well as several small businesses. His initial rate would be between \$350.00-\$500.00. He would also be happy to do a conference call with NJ swim if needed. He was a swimmer in High School so he

has a feel for our sport and what we are looking for. He will offer up a few options and we can add in our thoughts to finalize the logo. It will be designed in a manner in which can be used in all formats (web, letterhead, apparel, etc), and Jim only gets paid if we agree to use one of his logos.

5. Respectfully submitted, December 11, 2013.