



# ACROSS THE LANES

*The Newsletter of North Carolina Masters Swimming*

## USMS Announces Rob Butcher, New Executive Director

**June 5, 2008** – United States Masters Swimming (USMS) announces today it has hired Rob Butcher to be its Executive Director. USMS founded in 1970, is a swimming national governing body that caters to adults aged 18 and over. USMS, with 45,000 members, is organized with 500 clubs in 53 regions throughout the United States.

Mr. Butcher comes to USMS from World Racing Group where he was Chief Marketing Officer for its national racing league the World of Outlaws, sanctioning body, and seven speedway properties. While with World Racing Group, Mr. Butcher was a member of the senior management team that established the company headquarters; added 40% more racing events to the schedule; and increased company revenue from \$12MM to nearly \$20MM. As Chief Marketing Officer, Mr. Butcher crafted and introduced new brand identities for the company's three national touring series, sanctioning body, and seven speedways; developed an Internet communication platform for all its racing assets which led to a significant increase in the number of races broadcast on the Internet; signed ESPN and SPEED as TV broadcast partners; signed Advance Auto Parts as a series title; and developed a sponsorship program that brought in new sponsorship and promotional partners such as Alltel, Quaker State, Coca-Cola, and Rite Aide.

Aside from his professional experience, Mr. Butcher is a competitive swimmer. He was a four-year scholarship swimmer for Georgia Southern University, graduating in 1994 with a Bachelor's degree in Marketing. In 1995, he earned a Masters degree in Sports Administration, also from Georgia Southern University. From 1996-1997, Mr. Butcher served a post-graduate internship with Auburn University, working in the Auburn sports marketing department. From 1998-2000, Mr. Butcher was a member of the Prudential athlete assistance program as he trained and competed in the 2000 U.S.A. Swimming Olympic Trials.

Mr. Butcher is recognized for his community activism. In 2003, he led the development of the Daytona Beach (Fla.) Young Professional's Group (YPG). From 2003-2005, he served as the non-profit's first President and Board Chair. Within two years, the YPG had grown from just an idea to nearly 800-members and continues to make important contributions to the betterment of Daytona Beach. Mr. Butcher is a graduate of Leadership Daytona, and has also served on the Board of Directors for the YMCA, Chamber of Commerce and been an active supporter of the United Way.

"It is important for USMS's future that our Executive Director be very knowledgeable and well connected in today's ever changing sports and membership landscape," said USMS President Rob Copeland. "We have found someone with the proper business credentials and interpersonal skills, who is also passionate about swimming and understands the values of USMS."

"USMS has so much opportunity," said Mr. Butcher. "We will take the existing foundation of membership and coaches, and begin to expand our reach by increasing promotion, and establishing new partnerships that will lead to increased membership. Health is so important to many and there is no better lifestyle participation sport with which to be associated than swimming. USMS is poised to become a leading advocate in the continued growth of swimming."

### In This Issue

New Executive Director for USMS - pg 1	Exciting news from the triangle - pg 5
The Chairman's Lane -pg 2	LMSC Board meeting minutes —pg 6
Hendersonville Masters win in SC—pg 2	New Nat'l records for NC Masters - pg 7
Your editor takes license - pg 3	Clinic with the Olympians - pg 8
From Asheville with love - pg 4	Win a date with Dara Torres - pg 9

**MAKE SURE** Registrar George Simon (see pg 9) has your current mail and email addresses for newsletter delivery. Also let him know which delivery you prefer.

*Published quarterly by the Local Masters Swimming Committee for North Carolina Summer/June 2008*

**WEBSITE: [www.ncmasters.org](http://www.ncmasters.org)**

## *The Chairman's Lane by Jerry Clark*

**WOW!** Is swimming in the news or what! The first day of the Olympic Trials was awesome and records are falling again this morning (Monday June 30) in the prelims. I'm writing this while on vacation at Litchfield Beach and can't wait to watch tv again tonight.

I hope the surge of enthusiasm due to the US trials and of course the summer Olympics will result in more registrations for us in the third quarter of this year. Just last week, our Registrar George Simon told me our membership is at an all time high - 830 people in NC now belong to USMS.

I believe we will begin to see some major changes in USMS in the coming year as a result of our board hiring Rob Butcher as our Executive Director. Rob came to Charlotte as a result of working with The Outlaws, a sub-group of NASCAR, which Rob resurrected from financial chaos to a revamped successful organization that moved to Concord NC from its former headquarters in Oklahoma City. Rob has a swimming background, competed in breaststroke events in the 2000 Trials and has now raced in several Masters events. It didn't take David Marsh, former Auburn coach who has been training a group of 17 swimmers to prepare for the current Trials, very long to contact Rob and ask his help with fundraising for David's Elite Training Group. During that time, Rob applied for and was chosen to be the Executive Director of USMS. His marketing skills, his wide ranging relationships with people who make marketing decisions and with so many people throughout the swim community make him well qualified to help USMS grow in both membership numbers and marketing revenue. I'm sure we'll see some new relationships with other National Governing Bodies take shape in coming months.

Since Rob resides in North Carolina, his influence will be beneficial to us as well. He has spent the three weeks he's been on the job calling each board member, asking pertinent questions and all the while putting a relationship together with USA Swimming to co-sponsor an event at the Trials in Omaha. He's also been helping search for a temporary office for himself and his new assistant, Ashley Gangloff (who is in Omaha now watching her husband Mark Gangloff go for his second stint as a breaststroker on our Olympic team), and managing some 175-200 emails each day. We are happy to welcome Rob to the LMSC for NC.

I hope to see some of you at long course nationals in Oregon in mid-August, then at the short course meters meet in Hillsborough in the fall.



At the 2008 Dixie Zone Long Course Championships just held at the Greenville SC, Westside Aquatics Center. the winning team in the 400 meter mixed 320+ year, freestyle relay were NC Masters Swimmers from Hendersonville NC. They won in the time of 7min 48.50sec.

From left to right, the winning team members include Barbara Miller 85, Jim Scherbarth 85, Sandy Kremer 72, and Dick Webber 79.

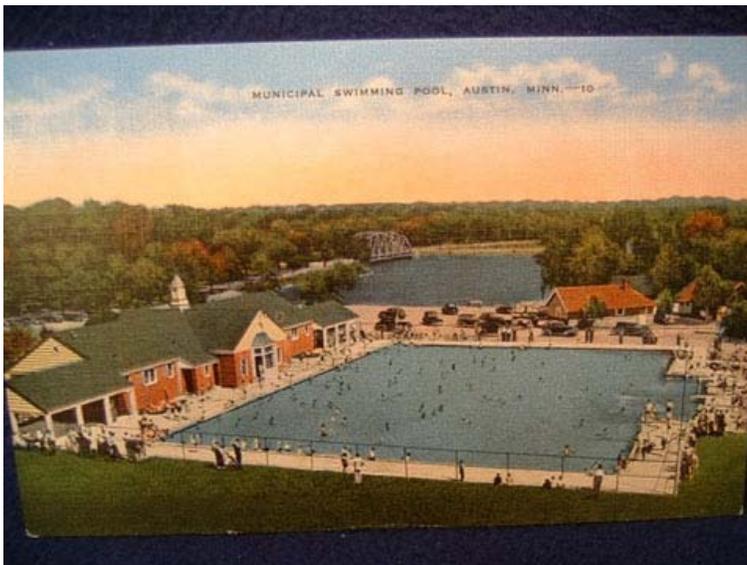
# Editor's Rant by Joe Gosha

## How today's 'risk avoidance strategies' are harming US aquatic sports.

Last week I volunteered to help time at a kid's swimming meet between two of the neighborhood teams here in the Concord area. There were close to 150 kids participating in the meet, with maybe two thirds of those youngsters being under the age of 12. Being a timer allowed me to be close enough to the action to see something about the state of youth swimming in this day and age that I hadn't noticed before, and that really quite distressed me. Almost half of the 'under twelves' swimming in the meet could not dive head first off of the blocks. It was really pretty sad (though I suppose others might have seen the kids failed efforts at diving as 'cute' or 'comical').

The picture accompanying this editorial is a picture of the municipal pool where I spent most of my summers growing up in my home town in the late 50's and 60's. I got started swimming because both of my parents worked when I was a child and the municipal swimming pool with its programs was as good **and safe** a place as any for parents needing help keeping kids - specifically me and my siblings - out of trouble during those days after school let out for the summer.

We took swimming lessons in the morning, walked home for lunch, and then were back to the pool for free swimming and then team practice in the afternoons. I remember that a significant goal of almost all of the beginner and advanced beginner swimming classes at the pool was to teach kids how first to jump, and then to dive, off of the 1 meter diving board. The intermediate and advanced classes then made negotiating the same skills on the 3 meter board significant goals in their programs. Because of this focus, by the time the neighborhood meets came around, it was truly rare to see a youngster who could not start off a race diving head first into the water.



That pool has been replaced by a new pool - one that is replete with water slides and fountains galore, and oh yes, amazingly enough, despite all of the now completely risk intolerant government officials who have been totally harassed by the insurance industry over the years, the pool still has a one meter diving board. The high dive is long gone, even though to the best of my knowledge, no one was ever injured seriously on it before it was torn down. Funny thing is, I actually can't recall any incidents of significant injury related to any of the diving boards in the almost 50 years I have been aware of that pool. In fact, I can also not recall one significant injury incurred by an individual using any of the diving boards in any of the dozens and dozens of pools in schools, YMCAs, or community facilities that I have had the privilege of swimming in throughout those long years.

Determining to actively manage risk is not always the easiest path to take, especially when the alternative is adopting arbitrary and capricious rules that purport to (but don't really) eliminate risk totally. Unfortunately for American aquatic sports, most Americans in charge of community aquatic facilities - especially those who are threatened with cancellation of coverage by insurance companies that, despite their protests to the contrary, appear to be more interested in the bottom line than they are protecting their customers from real risks - seem to have taken the easy 'path of least resistance' when it comes to the diving boards. I for one find that fact totally disheartening.

# From Asheville with love — part 3! Courtesy of Jim Hinton

Asheville Masters Swimming decided to have a little fun with the well known TYR “It’s Personal” slogan.

Just about every swimmer is familiar with the famous swimmers who are portrayed in USMS SWIMMER magazine. They include a hand written note from the athlete about their personal or team work-out ethics.

AMS decided to take pictures of their swimmers, add their samurai logo instead of the TYR symbol, and a quote that stretches the truth just enough to make it humorous and fun; we are a fun group!

Seven swimmers were photographed and their 8x10 glossies were displayed at the AMS annual Christmas party. Of course this was without their knowledge and they had nothing to do with writing their own personal messages.



TEAM BUILDING...

NOW THAT'S WHAT I'M TALKIN' ABOUT!



ASHEVILLE MASTERS SWIMMING

IT'S WAY PAST PERSONAL!

# *CH..CH..CH..CHANGES!*

BLUE DEVIL AQUATICS AND TAR HEEL AQUATICS  
BECOMES

## **DUKE AQUATICS**

Duke Head Swimming and Diving Coach, Dan Colella, is making very significant changes in his new year-round club, Blue Devil Aquatics. Dan joined Duke Swimming and Diving three years ago from a successful tenure with the women's program at University of Tennessee. Blue Devil Aquatics (BDA) is the year-round club team he formed last year, comprised of 25 youth swimmers and divers.

"It normally takes years for a new year-round club team to make national headlines," says Jeff Dugdale, swimming consultant who is joining Dan's collegiate staff, "but Dan is thinking differently."

BDA will cease operations effective immediately and be folded into Tar Heel Aquatics, Inc. (better known around the state as THAT). Blue Devil becomes Tar Heel? Yes, and that is not all.... Once the two teams join, Tar Heel will change its name to Duke Aquatics. Sometimes truth is stranger than fiction.

THAT currently has a roster of 135 youth swimmers and 60 masters swimmers. Led by Head Coach Eric Steidinger, THAT is well-regarded for fast swimming and efficient and effective training. THAT is only 5 years old, yet already a SILVER MEDAL club, as defined by USA Swimming, the national governing body for swimming in America. THAT first achieved a ranking in the top 100 in America in 2004, less than two years after forming. In 2008, it jumped to top 30, and is well on its way to becoming a GOLD MEDAL club---an honor reserved for only the top 16 teams.

Dan's club will gain several new coaches in addition to Eric Steidinger, who will lead DUKE AQUATICS, as well as ability to hold swim camps, clinics and expand the program into a comprehensive year-round resource for all types of youth and masters swimmers. The former THAT will gain access to Tai-shoff Pavilion and the Brody Gym pools on the Duke campus. Coaches from Blue Devil will join the new team, including world class diving coach, Drew Johansen, national team coach and founder of the U.S. Elite Diving Academy.

DUKE AQUATICS will continue to train all levels of athletes, from the social swimmer who wants to improve strokes and lap swim to the elite Olympic-bound athlete. Practice sites, in addition to those on the Duke Campus, include SportsPlex in Hillsborough, Hollow Rock Racquet and Swim Club in Durham, North Carolina Central's Leroy Walker Aquatic Center, and the Faculty-Staff Recreation Center (FARM) in Chapel Hill.

"We strive to have a place for every swimmer and diver," says Coach Steidinger. "Dan's vision for DUKE AQUATICS meshes extremely well with the long-term vision of THAT---to become the best year-round club team in America. Now with his leadership, we can accelerate the process and have enough resources to offer a comprehensive swim and dive program. We look forward to finally having a "home."

For more information about DUKE AQUATICS, contact Jeff Dugdale, at [jdugdale@nc.rr.com](mailto:jdugdale@nc.rr.com).

# NC LMSC Board Meeting Minutes

June 11, 2008 – 7:30 PM

Phone Conference

**Attendees:** Jerry Clark (Chairman and representing CSM), Ruth Battle (Vice Chair and representing AMS), Greta van Meeteren (Secretary and representing TRYM), Elizabeth Nowak (Treasurer and representing THAT), George Simon (Registrar), Joe Gosha (Past chair and newsletter editor)  
Team representatives: Greg Sousa (DAMA), Brandon Haberman (RAM), Shelley Bear (SAM)

## 1. Membership Report

George reported the highest ever number of members for our LMSC: **824**, this is 3 to 4 months ahead of last year's count of 817. The registration has been smooth. There is a mix of on-line and paper registrations. The voluntary donations are slightly less than last year.

## 2. Treasurer's Report

Elizabeth reported the following numbers:

Revenue exceeded expenses for the first quarter of 2008 ending March 31, 2008. The quarter ended with total revenue of \$6,326 and total expenses of \$5,432 resulting with a net income of \$894. The majority of the revenue received in the first quarter was for NC LMSC / USMS membership dues, donations, and meet sanction fees. Expenses in the first quarter can be attributed primarily to USMS membership dues and publishing/ mailing of Across the Lanes newsletter. Total Fund Balance (i.e., cash and certificate of deposit balance) for NC LMSC through March 31, 2008 is \$13,799.

After payment for relays at the short course nationals in Austin, TX, there is \$230.00 left in the donations fund. This money can be used for long course nationals in August.

## 3. Distribution of the quarterly newsletter

To send the newsletter by bulk mail, 200 copies need to be sent out.

160 people requested a hard copy of the last newsletter, that number is now over 200.

When George makes the Email announcement that the newsletter is available, he gets about 10 - 12 Email bounces without address corrections.

The following issues will be further investigated:

Can we reduce the cost per page at the copy center? (Currently the copy center cost is around \$540.00 per issue).

Instead of using the bulk mail rate, would it be feasible to mail out the newsletter first class? This way we would also get information about address changes, which we do not get when we send by bulk mail.

If we do not include the sign-up sheets for various meets in the newsletter, but refer people to the on-line registration forms - how much will that reduce the weight of the newsletter? Can we encourage team representatives to print out copies of these registration forms for their team members who might not have computer access?

Elizabeth will put together the cost per person / per page and see if we can do better.

100% electronic delivery does not seem feasible, since many people either have no computer access or no high-speed Internet access. (*Note: nationwide only 50% of computer users have high-speed Internet access*).

#### 4. National USMS Convention

Because of our number of members we can have three representatives attending the National Convention to be held in Atlanta, GA, September 24 – 28, 2008.

Jerry and George already are going and paid for by the USMS (except for their meals), Jerry as a board member and George as chairman of the registrar's committee.

Joe moved that Greta go to the convention again this year (she is on the fitness committee). The motion was seconded and accepted.

Joe also suggested that Ruth go because of all the work she has been doing for the LMSC. Ruth will check her work schedule to see if she can make time to go.

Elizabeth will put together an application to seek out other representatives. She will get this to Jerry and Greta who will then distribute it to the team representatives. We will ask for a turnaround on this of two weeks. Greta will collate these and get them to the board as soon as possible. The board will then decide based upon the answers / commitment from people.

#### 5. Other matters

TRYM members have suggested bidding for the 2010 3,000/6,000 yard postal championships. Greta asked for and obtained approval from the LMSC for her team to make a bid.

The meeting was adjourned at 8:30 PM.

---

**Congratulations to JON KLEIN and SUE WALSH for setting new National Records at the USMS SC Nationals held this past May 1-4 at the Jamail Texas Swim Center in Austin!**

Jon established a new Men's 50-54 100 Backstroke standard at 56.75 seconds.  
Sue's new records included the Womens 45-49 50 Fly at 26.75, and 50 Free at 24.00.

**For all the latest meet results check out [www.usms.org](http://www.usms.org), and [www.ncmasters.org](http://www.ncmasters.org) ([www.ncmasters.org](http://www.ncmasters.org) also has entry forms for upcoming meets).**

**And for the latest in the world of swimming, check out [www.floswimming.com](http://www.floswimming.com)—it's updated daily!**

# ***Another Home Run from MAC, its Head Coach David Marsh, and Asheville Masters Swimming!***

On May 17th 2008, David Marsh and three of his MAC Team Elite professional swimmers held a swim clinic at the Asheville School pool. Mark Gangloff, Jeremy Knowles, and Doug Van Wie talked about and demonstrated the latest stroke techniques for all four competitive strokes, to all 36 participants. It was eye opening and amazing to see the difference in the stroke and turn techniques of each of these professional swimmers. It's obvious that each elite swimmer pays great attention to all the "little" things while training in the water. It's a beautiful site to see swimmers at this level up close and personal.



One of the highlights of the clinic was to watch Jeremy dolphin kick an "all out" 25 underwater from a push in the streamline position for time. It was poetry in motion to see perfect form and speed come together all at once - his time 10.4 seconds!

Jeremy is heading to Beijing representing the Bahamas, and Mark and Doug will be fighting for a position on the U.S. team at the Olympic Trials in July. AMS would like to thank David and the guys for such an awesome clinic, and wish them all the very best at the Olympics and Trials.



David Marsh with Dr. Kemp and Ruth Battle



# Here's a golden opportunity from Toyota!

"As part of their sponsorship of Swimming, Toyota is working with United States Masters Swimming to conduct a number of clinics featuring Dara Torres! As many of you know Dara will be competing for an unprecedented 5th Olympic team at the Olympic Trials in Omaha this July. What you may not know is Toyota is a proud sponsor of USA Swimming and of Dara. Because of this partnership, Toyota has offered to sponsor a number of Masters Clinics led by Dara. Toyota will be selecting the host clubs based upon the number of requests on their web site.

I strongly encourage you to spread the word and get your teammates to go to the web site below and take advantage of this unique opportunity to spend time with one of the world's greatest female athletes.

Click on the Toyota/Dara Torres link below and let Toyota hear from you and your club. The club that generates the most requests may be getting a visit from one of the most decorated Olympic swimmers in history! Don't miss this opportunity!

<http://www.toyotaswimming.com/mastersswimming/>



## LMSC - NC Officers and Staff

### **Chairman**

Jerry Clark, CSM  
3107 Cloverfield Rd.  
Charlotte, NC 28211  
(704) 374-1807  
NCchairman@usms.org

### **Vice-Chairman**

Ruth Battle, AMS  
10 Parkside Ave  
Ashville, NC 28804  
828.251.0596  
vicechairman@ncmasters.org

### **Past Chair/Newsletter**

Joe Gosha, YRAT  
140 Lake Concord Rd NE  
Concord, NC 28025  
(704) 294-2021  
jophesgo@juno.com

### **Secretary**

Greta Van Meeteren,  
TRYM  
843 Winchester Way  
Merritt, NC 27556  
(252) 745-9836  
gvanmeeteren@gmail.com

### **Treasurer**

Elizabeth Nowak, Duke  
Aquatics  
2734 Sevier St.  
Durham, NC 27705  
(919) 280-7695  
treasurer@ncmasters.org

### **Registrar / Webmaster**

George Simon, RAM  
10229 Boxelder Drive  
Raleigh, NC 27613  
(919) 264-3490  
NCregistrar@usms.org

### **Top Ten Chairperson & Records**

Henry Stewart, RAM  
8928 Langwood Dr. # 102  
Raleigh, NC 27613-5287  
(919) 417-0512  
hstewart@strategicbenefitsolutions

Please note that our registrar's phone number has changed. The number on your registration card is no longer in service. If you need to reach him, the new, correct number is 919-264-3490. Also, if you need a new registration card, and you have Adobe Acrobat Reader Version 7 or higher installed on your computer, go to: [https://www.clubassistant.com/club/usms\\_member\\_card\\_request.cfm](https://www.clubassistant.com/club/usms_member_card_request.cfm).



4<sup>th</sup> annual

# PIER-2-PIER Swim Race

At Wrightsville Beach, NC, September 13<sup>th</sup> 2008



**Date:** September 13, 2008

USMS Recognition No: 138-2R

**Check-in:** 7:00 to 8:15 am,

**Race Briefing:** 8:45am at starting beach

**Race Start:** 9:00am

**Check-in Location:** Wrightsville Beach Park

**Start and Finish Location:** Beach start & finish - determined race day

(Bus transportation will be provided for swimmers between check-in and start/finish lines)

**Race Course:** 1.71miles between Johnny Mercer Pier and Crystal Pier - Race direction with prevailing ocean current on race day.

**Eligibility:** All participants must be at least 11 years of age.

**Divisions:** Individual: Male and Female 14 &U, 15-18, 19-24, 25-29, 30-34, 35-39, 40-44, etc. (5 year increments)

**Waves:** Starting waves will be 18 & under, and 19 & over (split into two waves depending on number of swimmers).

**Awards:** First through third for each division and first place team division.

**Entry Procedure:** All entries are on-line @ [www.pier-2-pier.com](http://www.pier-2-pier.com)

**Entry Fee:** \$35 per swimmer (includes cap, T-shirt, awards, and beach party)

**Entry Deadline:** Entries must be received by September 4th. 500 swimmer event limit. (There will be no race day entries.)

**Team Entries:** YMCA, USA, Collegiate, and USMS swimming teams may enter 4 swimmer teams.

"Team" swimmers will be eligible for both individual and team awards. The fastest 4 swimmers from each team will construct the "Team".

**Rules:** Each swimmer will be required to wear a bright colored, numbered swim cap provided at check-in. No wet-suits are allowed. Personal paddlers/kayakers are optional and will be allowed with the race director's consent. The course will be patrolled by Lifeguards on the beach, race marshals in kayaks, and the US Coast Guard. Decisions by Wrightsville Beach Ocean Rescue in regard to safety before and during the race are final.

**Check-in & Verification:** At check-in, all participants will be marked with their race number, and receive a numbered cap and number race start verification "stick". Marks and numbered caps must be worn at all times during the race. To insure all participants are accounted for, (1) Verification "stick" will be collected at the entry point of the "starting coral", and (2) any swimmer leaving the water early will have their cap collected by the lifeguards on the beach.

**Note:** No refunds. No substitutes. Proceeds benefit Wilmington YMCA's Cape Fear Aquatic Club "Competition Fund".



**Asheville Masters Swimming (AMS) sponsors an annual swim meet to honor the late Steve Barden.**

This weekend of events is sanctioned by the United States Masters Swimming. This is a unique Masters Swim Meet and one of few that offers both an open water swim with two distances as well as the traditional 25 yard short course races.

The open water swim takes place on a Saturday morning at the beautiful Biltmore Lake in Asheville, North Carolina. A simultaneous ½ mile and a 1 mile swim are offered. Biltmore Lake Association has been a proud sponsor and this open water segment would not be possible without their support and use of the lake. [www.biltmorelake.com](http://www.biltmorelake.com)

The meet continues on Saturday afternoon and on Sunday morning at Asheville School in their 25 yard short course pool. This portion of the meet features challenging individual events and mixed relays for both men and women Masters Swimmers. Asheville School has also continued to be a leading sponsor and supplies us with this wonderful venue each year. [www.ashevilleschool.org](http://www.ashevilleschool.org)

Biltmore Lake and Asheville School are less than two miles from each other and make it very convenient to take advantage of both swim events. We suggest a short rest and lovely picnic lunch after an exhilarating open water swim. The mountain scenery is at its finest during the month of September in Asheville.

**For more detailed event information and registration form, please log on to [www.ashevillmasters.com](http://www.ashevillmasters.com) .**

Steve Barden



1948-2005

We dearly miss our good friend and fellow swimmer Steve Barden. He encouraged, challenged, and mentored many Asheville Masters Swimmers over the years. He will be remembered for his commitment to the great physical exercise of swimming, his love and devotion to his family, his professionalism throughout his law career, and for his courage and hopeful spirit during his time of illness. We dedicate this yearly swim meet in Steve's honor.