







Lecture Mode

Presenter speaks while audience is muted

Q&A Mode

After sections in the material or after presenter has finished the presentation, we will switch to Q&A mode.

If you have a question, Press *6 on your phone to be put into the queue. 1 for Yes, 2 for No.

If using computer speaker+mic, expand the dial pad from the StartMeeting dashboard and enter *6.

The system will say "You may now ask your question" when your phone line is unmuted to ask your question.

Thanks for attending today's LMSC Development Committee Webinar



Course Objective

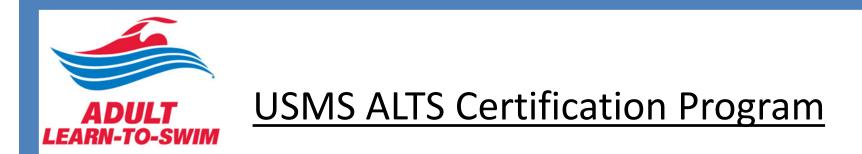
Teaches and certifies adults how to teach adults:

- To swim
- Become water safer
- Be less fearful of the water
- Enjoy swimming as a life long activity



Curriculum

- One day course
- Classroom and in-water instruction
- Specific to adults
- Innovative



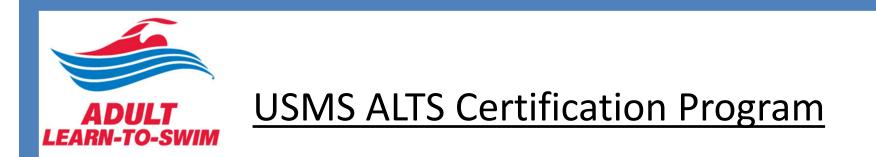
Who should attend the certification course?

- Current and future professional swim instructors
- Swim coaches
- Aquatic fitness instructors
- Aquatic directors
- USMS ALTS volunteers



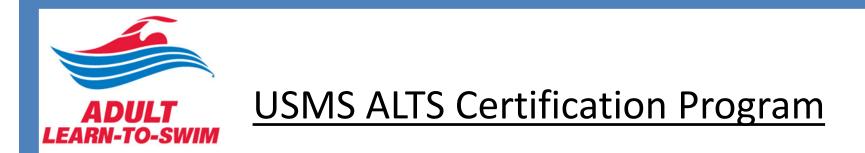
Where to find candidates for the certification course?

- Public aquatic facilities
- Private health clubs
- Retirement communities
- Universities and colleges
- Resorts
- USMS clubs and workout groups



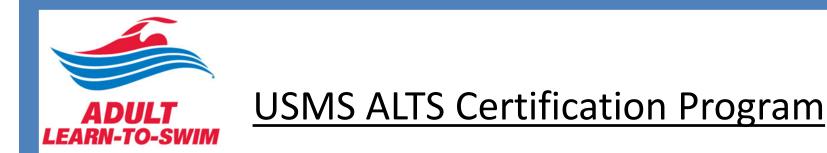
Benefits of becoming a certified ALTS instructor:

- Education
- Lesson plan
- Credibility
- Recruitment of students
- Recognition on USMS.org



Benefits to the novice swimmer:

- Standardized curriculum
- Specialized instructors
- Instructor locator services
- Confidence, support and encouragement



Benefits to the aquatic facility:

- Marketing
- Revenue
- Enhanced adult programming
- Increased membership
- Community service
- Grants, sponsorships and fundraising



Prerequisites for certification:

- Current USMS membership
- Completion of the USMS scheduled one-day course
- Water competency skills
 - 1. Step or jump into water over your head
 - 2. Return to the surface and float/tread water for one min.
 - 3. Turn around in a full circle and find an exit
 - 4. Swim 25 yards to the exit
 - 5. Exit the water. If in a pool, without the use of a ladder



2015 ALTS Instructor Certification Class Schedule

January 3, 2015 Indianapolis, Ind. Register online January 17, 2015 Great Barrington, Mass. Register online February 7, 2015 Orlando, Fla. March 15, 2015 Phoenix, Ariz. March 17, 2015 Denver, Colo. March 21, 2015 Los Angeles, Calif. March 22, 2015 Mountain View, Calif. March 27, 2015 Atlanta, Ga. March 28, 2015 Dallas, Texas September 30, 2015 Kansas City, Kan. (at USAS convention) Seattle, WA – Date TBD Washington, DC – Date TBD Chicago, II – Date TBD



Lecture Mode

Presenter speaks while audience is muted

Q&A Mode

After sections in the material or after presenter has finished the presentation, we will switch to Q&A mode.

If you have a question, Press *6 on your phone to be put into the queue. 1 for Yes, 2 for No.

If using computer speaker+mic, expand the dial pad from the StartMeeting dashboard and enter *6.

The system will say "You may now ask your question" when your phone line is unmuted to ask your question.

Thanks for attending today's LMSC Development Committee Webinar

A New Paradigm for Volunteerism

A Presentation by Bill Meier Chairman – New England LMSC

Adult swim lessons are much more than just teaching swimming!



A Brief History



Free Kids Community Lessons

Swimtemerica

The Simon's Rock PaceMakers



Happy Masters, Very Happy Participants



SUCCESS BREEDS IDEAS!

The New England – LMSC Project

Teach The World To Swim!

I'D LIKE TO TEACH THE WORLD TO SWIM

I'd like to teach the world to swim, Like fish below the sea, Jump through the waves And down the lanes, With fly, back, breast and free.

I'd like to teach the world to float, With fearless bravery, Stroke endlessly In the pool and sea, With inner tranquility.

> It's the skill we need. The world swims today. It's our common goal.

The Proclamations



WHEREAS, U.S. Masters Swimming (USMS), a 501(c) (3) nonprofit organization that is headquartered in Sarasota, Florida; and

WHEREAS, USMS represents 60,000 USMS adult members who swim with its more than 1,000 local adult swim programs across the country; and

WHEREAS, the Centers for Disease Control estimates that 37% of American adults could not save themselves if they fell in water over their heads. With the inability to swim affecting people's lives in a broad spectrum of ways with direct negative implications on American's quality of life; and

WHEREAS, adult drowning is a problem we can solve - teaching adults to swim is the central cause of the Swimming Saves Lives Foundation, the charitable arm of USMS; and

WHEREAS, the Swimming Saves Lives Foundation has provided grant resources to New England adult swimming programs so they may teach potentially thousands of adults who might not otherwise have the opportunity especially in Maine; and

WHEREAS, the grants to the adult swimming programs for the Adult Learn to Swim program is privately provided by the charitable and generous contributions of 60,000 USMS members and supporters; and

WHEREAS, April is the ideal month for this designation as indoor pools have the greatest availability for such programs before the summer season; and

WHEREAS, nationally, April is being recognized as Adult Learn to Swim Month, and with the help of state governments throughout our great nation highlighting this lifesaving effort, the commendable goal of making water available for fun, fitness and health to our fellow non-swimming neighbors can be attained.

NOW, THEREFORE, I, PAUL R. LEPAGE, Governor of the State of Maine, do hereby recognize April, 2014 as

ADULT LEARN TO SWIM MONTH

throughout the State of Maine, and urge all citizens to recognize this observance.



In testimony whereof, I have caused the Great Seal of the State to be hereunto affixed GIVEN under my hand at Augusta this Twentieth day of February Two-Thousand Fourteen

> Paul R. LePage Governor

Secretary of State

State of Vermont Executive Department A Proclamation

WHEREAS, U.S. Masters Swimming (USMS), a 501(c)(3) nonprofit organization that is headquartered in Sarasota, Florida; and

WHEREAS, USMS represents 60,000 USMS adult members who swim with its more than 1,000 local adult swim programs across the country; and

WHEREAS, the Centers for Disease Control estimates that 37 percent of American adults could not save themselves if they fell in water over their heads. With the inability to swim affecting people's lives in a broad spectrum of ways with direct negative implications on American's quality of life; and

WHEREAS, adult drowning is a problem we can solve – teaching adults to swim is the central cause of the Swimming Saves Lives Foundation, the charitable arm of USMS; and

WHEREAS, the swimming Saves Lives Foundation has provided grant resources to New England adult swimming programs so they may teach potentially thousands of adults who might not otherwise have the opportunity especially in Vermont; and

WHEREAS, the grants to the adult swimming programs for the Adult Learn to Swim program is privately provided by the charitable and generous contributions of 60,000 USMS members and supporters; and

WHEREAS, April is ideal month for this designation as indoor pools have the greatest availability for such programs before the summer season; and

WHEREAS, nationally, April is being recognized as Adult Learn to Swim Month, and with the help of state governments throughout our great nation highlighting this lifesaving effort, the commendable goal of making water available for fun, fitness and health to our fellow nonswimming neighbors can be attained.

NOW, THEREFORE, I, Peter Shumlin, Governor, do hereby proclaim April as

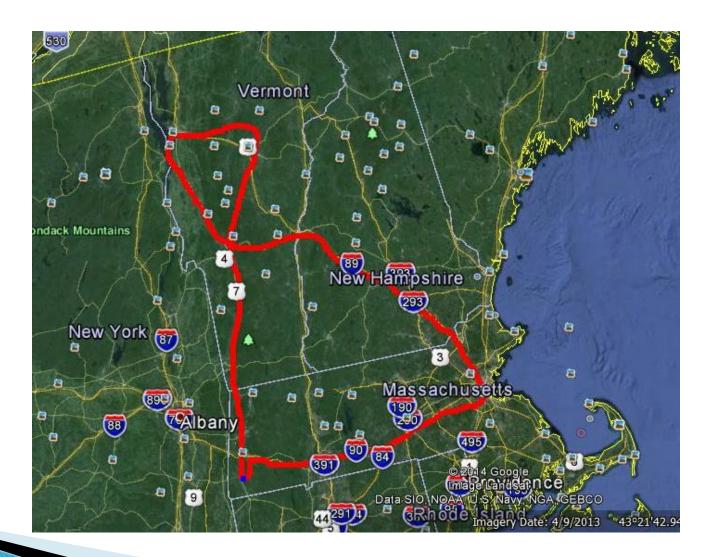
ADULT LEARN TO SWIM MONTH

In Vermont

Given under my hand and the Great Seal of the State of Vermont on this _____ day of March, A.D. 2014

Peter Shumlin Governor

A Week of Trainings



8 New England Teams

- The Simon's Rock PaceMakers 12
- The Pittsfield YMCA Polar Bears 13
 - The Swim Hole, Stowe, VT 4
 - Johnson State College WG 5
 - Worcester Area Masters 11
 - Martha's Vineyard Masters 6
 - Cambridge Masters 53
 - The Edge Fitness Center 12 116 NE Masters Volunteers

Why Should Your Team Do This?















Benefits - Masters Volunteers

- To teach is to learn
- A shared mission creates lasting friendships
- Community leadership
- Learned empathy
- Volunteering is the greatest gift we can give

Benefits - Masters Teams and W.G.

- Team building
- The team becomes a community resource
- Camaraderie is the glue that holds a team together

Benefits - US Masters Swimming

Giving back generates giving

The focus broadens

"I thought it was too late for me to learn to swim."

Bonita, age 75

Lecture Mode

Presenter speaks while audience is muted

Q&A Mode

After sections in the material or after presenter has finished the presentation, we will switch to Q&A mode.

If you have a question, Press *6 on your phone to be put into the queue. 1 for Yes, 2 for No.

If using computer speaker+mic, expand the dial pad from the StartMeeting dashboard and enter *6.

The system will say *"You may now ask your question"* when your phone line is unmuted to ask your question.

Thanks for attending today's LMSC Development Committee Webinar