



DIVERSITY & INCLUSION

Quarterly Newsletter

USA Swimming is committed to a culture of inclusion and opportunity for people of diverse backgrounds including, but not limited to, race, age, income, ethnicity, religion, gender, gender expression and sexual orientation.

[Visit our Website](#)

Welcome

Growing up as an Asian American and very average swimmer from New York City, I could have never imagined that I would eventually become a familiar face of the USA National Team and Olympic Team, and regarded as a technical leader and expert in our country. It was hard to dream that, not only because I wasn't a great swimmer, but also because growing up I didn't know any swimmers in the US that looked like me and swam on TV at the Olympics. But my path was made possible because swimming has always been a safe and welcoming place for me as an age-group, high school, and collegiate swimmer, where my work ethic, passion for sport, and respect for others were met with mutual respect from others.



As a dual swimmer, my team at the Flushing YMCA was comprised of kids of all ethnic backgrounds and we all got along under the banner of swimming. On any given day, lane mates from Poland, China, and Ireland could be learning Spanish phrases from a teammate from Argentina while eating Korean food brought by another teammate's parent. Regularly, we would have exchange students from Europe or Asia spend time with our team. On my high school team in the mid 90's, we had an openly gay teammate and it wasn't a big deal for even a second. Diversity & Inclusion wasn't something we had to practice. It was just totally natural for us kids from the city, and looking back I can see how unique and special that experience was and how it shaped my views going forward as I ventured from New York to Colorado and as my career took me all over the country and the world.

Being immersed in a diverse environment and being

inclusive of others are not just superficial matters. It helps you understand different mindsets and where people are coming from. It can help unlock a happy life and successful career. And while we now have many Olympians of various backgrounds to look up to, being diverse and inclusive also provides that next little kid a safe place to cultivate that dream. I'm proud to be a part of a sport that now has cultural inclusion guides not only for Asian Americans, but also Native Americans, LGBTQ, African Americans, and Hispanic-Latino Americans.

Let's keep it going. Go USA

Sincerely,

Russell Mark
USA Swimming
National Team Performance Manager

USA Swimming Staff Member recognized for service

On April 27, 2017, Deborah Catchings-Smith, International President of Sigma Gamma Rho Sorority, Inc. presented USA Swimming's Nailah Ellis Timberlake an Award of Achievement for her 'dedication, service, leadership and support' in strengthening the Swim 1922 Partnership over the last year and a half. Swim 1922 is the partnership between USA Swimming and SGRho created to increase swim participation and decrease drowning rates within the African-American community by engaging local communities with swimming programming. Last year, members of SGRho hosted 100 swimming events nationwide, logged in over 1,000 hours of community service hours related to swimming, with 2,500 swim lessons completed and 500,000 laps swam.

For more information, visit:
usaswimming.org/Swim1922.

[Learn More](#)



*Manager of USA Swimming Productions -
Nailah Timberlake*

USA Swimming Foundation Names New Board Members

Former USA Swimming National Diversity & Inclusion Committee Chair and veteran swimming official Dr. Cecil Gordon along with three-time Olympian Elizabeth Beisel has been named to the USA Swimming Foundation Board.

Gordon, a longtime USA Swimming official, has officiated several high-level international meets including the 2015 FINA World Championships in Kazan, Russia, as well as many U.S. National Championships, Open Water Nationals and the past three U.S. Olympic Team Trials. He was a starter at the 2016 Olympic Games in Rio de Janeiro, Brazil.

"We are proud and honored to have Olympic Gold medalist, Elizabeth Beisel and key USA Swimming volunteer, Cecil Gordon joining the USA Swimming



*USA Swimming Foundation Board Member -
Dr. Cecil Gordon*

Foundation Board of Directors,” said USA Swimming Foundation Executive Director **Debbie Hesse**. “Together, Elizabeth and Cecil bring an incredible amount of real life swimming experience, and a tremendous passion for the foundation’s mission to save lives and build champions – in the pool and in life.”

Click on the link below for more information.

[Learn More](#)

Sigma Gamma Rho Sorority, Inc. Named Presenting Sponsor of 2017 FINA World Junior Championships

With just under 100 days to go until the world’s top 18-and-under swimmers open competition in Indianapolis, USA Swimming is pleased to announce the event’s presenting sponsor and officially kick off ticket sales for the [2017 FINA World Junior Swimming Championships](#), presented by Sigma Gamma Rho Sorority, Inc.

Hosted by USA Swimming and United States Aquatic Sports, the event will be held at the iconic Indiana University Natatorium on the campus of IUPUI from Aug. 23-28, and all-session, single-day and single-session tickets are on sale now at [usaswimming.org](#). Single-session tickets start at \$10 for children (12 and under) and \$15 for adults.

Longtime USA Swimming partner Sigma Gamma Rho Sorority, Inc. will serve as the presenting sponsor of the event, which will feature an early look at young athletes who will vie for positions on their respective nations’ Olympic Games Tokyo 2020 rosters.

“We are honored to welcome Sigma Gamma Rho on board as the presenting sponsor of this prestigious event,” said **Mike Unger**, USA Swimming’s Interim CEO. “USA Swimming is excited about expanding our Swim 1922 partnership with the Sorority through this event, and its commitment will help ensure a world-class competition in Indianapolis. Our organizing committee is hard at work putting together what will be a spectacular week for athletes and spectators.”

Swim 1922 is the partnership between USA Swimming and Sigma Gamma Rho Sorority, Inc. created to increase participation in the sport and minimize drowning rates within the African-American community by engaging local communities with swimming programming.

[Learn More](#)

USA Swimming, Chicago Park District and Illinois Swimming Announce Partnership

Approximately 1,900 athletes and 100 coaches will be enrolled as USA Swimming members through a



Fina
WORLD JUNIOR
SWIMMING
CHAMPIONSHIPS

presented by  SIGMA GAMMA RHO
SORORITY

new multi-year partnership between USA Swimming, the Chicago Park District and Illinois Swimming to increase multicultural participation and bring additional opportunities to the community.



In addition, the Chicago Park District program will become a USA Swimming member club and its athletes will be eligible to compete in USA Swimming-sanctioned events. Coaches will have access to increased resources, such as technical and safety training, educational assets and mentoring activities.

With the 1,900 athletes, the Chicago Park District team will be among the top five among all 3,000 USA Swimming clubs for most athlete members. Nitro Swimming of Austin, Texas, is the largest with 2,139 swimmers.

On Saturday, April 1st a partnership kick-off event was held at the UIC Natatorium. During the event Olympic gold medalist Cullen Jones swam a relay race against 16 Chicago Park District athletes and took pictures with fans in attendance. Approximately 650 Chicago Park District swimmers competed in their first-ever swim meet as USA Swimming members.

Click on the link below if you are interested in becoming a part of USA Swimming's Community Swim Team Partnership Program.

[Learn More](#)

11th Annual USA Swimming National Diversity Select Camp

Forty-eight athletes from underrepresented populations and seven coaches participated in USA Swimming's 11th Annual National Diversity Select Camp that was held May 4-7 at the U.S. Olympic Training Center in Colorado Springs.

During the three day camp athletes and coaches went through pool training, motivational and educational sessions and fun team building activities. Olympic Gold Medalist, world champion and former world record holder Pablo Morales spoke to the athletes in attendance.

The purpose of the camp is to instill a vision of success and inspire athletes from underrepresented populations to become leaders in the sport of swimming.

Forty-four different clubs from 20 states were represented at this year's camp. The entire list of camp participants can be found [here](#).

Click on the link below to view pictures and highlights from this year's National Diversity Select Camp.

[Learn More](#)



USA Swimming Foundation awards \$342,000 in Make a Splash Grants!

To help swim lesson providers nationwide offer

lessons to children who wouldn't otherwise be able to afford them, the USA Swimming Foundation has awarded more than \$342,000 through its 2017 Make a Splash grant program. Since 2007 the Foundation has given more than \$4.3 million dollars to help fund learn-to-swim programs across the country.

Through Make a Splash funding this year, more than 25,000 children will be served through grants provided to 71 Make a Splash Local Partners across 25 states. The 71 Make a Splash Partners marks the most ever number of providers in a single grant cycle. Over the last 10 years, 4.9 million children have received formalized swim instruction through Make a Splash Local Partners.

Click on the link below to view the complete list of grant recipients.

[Learn More](#)



Olympian Simone Manuel PSA



Simone Manuel talks about what it takes to win Olympic gold and the importance of swim lessons.

Education and Resources - Native American Cultural Inclusion Resource Guide Released!

USA Swimming has released the organization's first-ever Native American Cultural Inclusion Resource Guide. The resource guide will provide coaches, clubs, and volunteers pertinent educational resources and opportunities so that they can establish an inclusive atmosphere in which Native Americans feel fully engaged.

According to the 2010 Census, Native Americans make up 1.6 percent of the US population, while the 2015 USA Swimming membership numbers show only .12 percent of registered swimmers are Native American. It's important for coaches, administrators and athletes to be informed and equipped to make



swimmers and coaches from all backgrounds feel comfortable as a USA Swimming team member.

To view the Native American Cultural Inclusion Resource and the rest of the resource guides (Asian American, African American, LGBTQ, & the Hispanic/Latino) click on the link below or go to usaswimming.org/diversity.

[Learn More](#)

USA Deaf Swimming - Best Practices for Safe Sport with Athletes with Disabilities

Individuals with disabilities are often accustomed to relying on others for their needs, in some cases including very intimate needs. This can result in a very trusting demeanor and relaxed physical boundaries. The Best Practices for Safe Sport with Athletes with Disabilities documents will provide you with the best practices to reduce the risk of abuse.

Click on the learn more link below to view the documents.

[USA Swimming Disability Page - Click Here](#)

[Learn More](#)



#SwimBiz Award Winners - Six Teams Earn Marketing Awards

The third annual #SwimBiz marketing conference was held April 9-11 at the Colorado Springs Marriot.

The #SwimBiz conference emphasized social media, advertising, branding, communications, sponsorship and local promotions for teams.

#SwimBiz presenters included Marshall Osborne the creative force behind many of Uber's sports and entertainment partnerships, Steve Raquel President of IOV Media, Mike Mahoney, Sponsorship Sales Executive for the Carolina Panthers, and Matt Farrell, USA Swimming's Chief Marketing Officer. The conference also featured presentations on social media, advertising, branding, communications, sponsorship and local promotions for teams, as well as round table discussion and networking opportunities.

During the conference teams were honored for their outstanding marketing efforts in six different categories.

Best in Social Media

[Marietta Marlins](#) (Marietta, Ohio)

Best in Sponsorship

[TAC Titans](#) (Cary, North Carolina)

Best in Fundraising

[Rockford Marlins](#) (Rockford, Illinois)

Best in Multicultural Marketing

[Buffalo City Swim Racers](#) (Buffalo, New York)



SwimTodayAward

King Marlin Swim Club(Oklahoma City, Oklahoma)

MarketingClubs of the Year

1-150 swimmers: Marietta Marlins (Marietta, Ohio)

151-300swimmers:Sunkist Swim Team (Flowood, Mississippi)

301+swimmers:Crawfish Swim Club (Baton Rouge, Louisiana) and the King Marlin Swim Club(Oklahoma City, Oklahoma)

Congratulations to all of the winners. Click on the link below for more information about #Swimbiz.

[Learn More](#)

USA Swimming Foundation, Olympian Maritza McClendon and Howard University Team Up to Reduce Risk of Drownings

On Saturday, March 25, 2017 the USA Swimming Foundation, Olympian Maritza McClendon, Sigma Gamma Rho, Inc. and members of the Howard University Swim team teamed up to positively impact families in the Washington, D.C. The free one day swim clinic focused on spreading the message of saving lives through swim lessons.

During the clinic eighty kids' ages 6-12 years old learned basic water safety skills and received guidance from Maritza McClendon, Olympic silver medalist and the first African-American woman to make the U.S. Olympic Swimming Team. Through the partnership with USA Swimming and Sigma Gamma Rho (Swim 1922) McClendon, a Sigma Gamma Rho member travels the country to teach at swim clinics and share her personal swim story with different communities.

[Learn More](#)



STAY CONNECTED



Upcoming Events:

MAY

5/12 & 5/13

Make a Splash Tour
Houston, TX

5/19-5/20

Central Zone Workshops
Chicago, IL

5/24

Make a Splash Tour

Notable Articles & Links:

- [Chicago Park District Becomes USA Swimming Member Team](#)
- *Swimming World Magazine*
- [Simone Manuel Obliterates 100 Free Records with First Swim Under 46](#)
- *Swimming World Magazine*
- [Lia Neal Realizes Vision At Stanford Set in Motion over Four Years Ago](#)

Los Angeles, CA

5/27-5/28

15th Annual National Black Heritage Championship Swim Meet
Cary, NC

JUNE

6/6-6/10

National Open Water Camp
Ft. Myers, FL

6/8

Make a Splash Tour
Los Angeles, CA

6/13

National D&I Committee Conference Call

6/15-6/18

Eastern Zone Diversity & Inclusion Camp
University of Buffalo
Buffalo, NY

6/15-6/18

USA Swimming Diversity & Inclusion Regional Summit
Hosted by Eastern Zone Swimming
University of Buffalo
Buffalo, NY

6/22-6/25

Southern Zone Diversity & Inclusion Camp
Mecklenburg County Aquatic Center
Charlotte, NC

6/22-6/25

USA Swimming Diversity & Inclusion Regional Summit
Hosted by Southern Zone Swimming
Mecklenburg County Aquatic Center
Charlotte, NC

We want to know more about you. This will help us make improvements. Click on the link below to fill out a short survey.

<http://vovici.com/wsb.dll/s/83aeg590c6>

Look for our next newsletter in July!

- Flo Swimming

- **USA Swimming Foundation & Starfish Aquatics Expand Partnership**
- SwimSwam
- **USA Swimming Captures Second Award For #SwimUnited Campaign**
- Swimming World Magazine
- **USA Swimming signs Nexcare Brand from 3M as official Supplier and Presenting Sponsor of SwimJitsu**
- USASwimming.org
- **Photos: Howard University, Olympic Swimmer host Swim Clinic**
- Washington's Top News
- **Alicia McConnell honored with 2017 Colorado Springs ATHENA Award**
- Coloradospringschamberedc.com

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#SWIMCLUSION

What does **#Swimclusion** stand for? **#Swimclusion** stands for USA Swimming's continued commitment towards swimming being an inclusive sport for all. Show your support for diversity and inclusion by using the **#Swimclusion** hashtag!