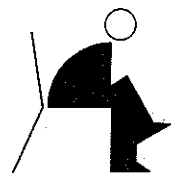


# Wavelength

THE OFFICIAL NEWSLETTER OF THE BCSSA

ISSUE #68 SPRING 2007

PRESIDENT'S PONDERINGS



by Don Miller

## President's Report – May 2007

The 2007 competitive season is well under way. This year should be an exciting year culminating with our Provincial Championship meet in Prince George. Good luck to all of the competitors.

There have been a number of changes that have taken place since the last edition of the Wavelength. Some of you will have contacted the office in the past couple of months and were greeted by the latest addition to our office staff, Mr. Jon Cain. Jon joined us in late January. As some of you may be aware, Janet Goebel has taken an extended leave of absence and upon her return, she and Jon will share the office duties. Our intention is to have staff in the office daily throughout the year. Jon has a long history with the BCSSA and had over the past several years provided assistance to Sharon in various matters. Welcome on board Jon.

One of Jon's first tasks was to consolidate the registration databases of our competitors from the past years. As some of you may know, there have been three separate and distinct registration programs used by the organization over the past ten years or so. It was a difficult task to reference information from these separate programs and this created time-consuming searches for registration numbers, addresses and so on. Jon was able to consolidate most of the information in one data base and I understand that information retrieval for registered competitors in the last eight years is now much easier.

With Jon's addition to the staff and the aforementioned database analysis, we completed an evaluation of our office's technical requirements and have just recently contracted to have the office computer systems revised and upgraded. We have undertaken this project with a view to providing the organization with the capacity to move forward with better service to our members in terms of communications through the website and e-mail capacities. This system should also allow for the development of better informational databases related to

our past and present memberships, officials, coaches and volunteers. We will be working on the installation and development of the system over the next several months and hopefully this will not be overly disruptive to our day-to-day activities during the installation phase.

The annual Coaches Conference was held in Nanaimo over the long weekend in May. The conference was organized and hosted by Mr. Ryan Corbett and although I was unable to attend, I understand the conference included excellent presentations by the speakers and hopefully the attendees received much useful information that they will apply during the season. Our thanks to Ryan for all of his hard work in planning and organizing this meeting.

A final item that warrants comment relates to the Children's Fitness Tax Credit program that will provide a bit of income tax relief when you file your 2007 personal income tax return. This program was proposed in the 2006 federal budget and became effective January 1, 2007. The program provides a tax credit for enrolment of children under sixteen years old in a program of physical activity. The definitions of the eligible programs appear to fit our organization and consequently it seems likely that some or all of registration fees paid to our member clubs will be eligible for the tax credit. It would be prudent to retain all of the registration documents that you received from your club and provide these to your tax preparer when you complete your 2007 income tax return in order to claim the benefits of the program.

There are specific rules related to eligible programs and the clubs should become familiar with the regulations to ensure that their programs, wherever possible, fit under the criteria of eligibility. Information related to the program and the governing regulations may be found on the government websites. ([www.cra-arc.gc.ca/whatsnew/fitness-e.html](http://www.cra-arc.gc.ca/whatsnew/fitness-e.html))

In implementing the Children's Fitness tax Credit program, the Department of Finance appointed an expert panel to advise the Minister of Finance on the

## In This Issue

### Wave Length

Published by the

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nature of programs that should be eligible for the tax credit. This panel held meetings across Canada to gather information and entertain submissions from various sport and other organizations. On September 18, 2006, Mr. Ted Slinger, a long time volunteer for the BCSSA, represented our organization and presented a submission supporting the benefits of our organization's programs. In reviewing the listing of participants, it appears that Ted was the only representative of any swimming organization from across Canada. Well done Ted and thank you.

Again, I would like to wish all of our competitors, officials and especially all of the volunteers that are the very basis of our organization, the very best for this season. I look forward to seeing many of you in Prince George in August.

## *Marsh & Associates Consulting*

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### **The Business of Sports!**

I must really need a summer vacation.

There I was, standing in the hot sun at the end of our local rec-center pool, watching six young athletes execute near-perfect backstroke turns (I say near-perfect, as I had to disqualify one swimmer for missing the wall), and it occurs to me that a swim meet is a real-life, working example of a streamlined, tightly synchronized, *lean business*. At this point I started dreaming of the next best-selling business book, *Everything I Need To Know To Be A Business Success, I Learned At The Pool*.

Before you conclude that I've had way too much sun, let me explain a few things. A typical swim meet involves about 500 athletes (ages 6 to 17) swimming 3 to 5 races per day (yes, that's a lot of races!). We start at about 8:00 am, and the last race might finish about 6:00 pm. We have no choice but to be efficient; otherwise we would be swimming at midnight!

Our suppliers (parents) drop off their raw materials (children) at about 6:00 am for preparation (warm-ups). This is done under the watchful eye of several Production Managers (well trained, experienced, and certified coaches). At 7:45 precisely, the first load of raw materials is dropped into the material-prep area for sorting (6 kids per row, 7 rows deep; each row equals one swim race). By 8:00 am all staff (timers, place judges, etc.) are at their work-stations and are given specific task instructions (we don't assume that everyone knows how to use a stop-watch), and the first batch of raw materials are dropped into the factory (the pool).

The Chief Production Manager (the guy with the starter's gun) starts the process, and the first production run takes place under the

careful scrutiny of a Quality Control team. Our QC inspectors look for defects (bad strokes and turns), and remove the defective materials (disqualifies the swimmer). The QC team has been well trained (I've got my level-2 red pin to prove it), and enforces a strict set of Policies & Procedures (the swimming rule book).

While the first production run is still a work-in-process (in the water, swimming hard and fast), the next batch of raw materials is delivered to the first work-station (the starting blocks). As the first production run is completed, all relevant data is collected and immediately displayed (each swimmer's time appears on the scoreboard for all to see).

As the first batch is still cooling off (in the water), the next batch is loaded into position and the next production run is started. This event pulls the next batch of materials from the material prep area (the kids move from one bench to the next), which in turn pulls additional raw materials into the sorting area.

Each production run receives immediate feedback from, if required, Quality Control (it's never good news for the swimmer!), and from the Production Manager (the coach will offer constructive feedback to each swimmer, specific to the race just completed).

The final product is then delivered to the customer for a big hug!

While the factory is humming away, a large support staff is working hard at various tasks. Preventative maintenance is regularly carried out at all work-stations (food and drink is continuously delivered to all parent volunteers). The IT department compiles all production data (race results are calculated and places determined). And the Marketing

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group prepares promotional materials (medals and ribbons for the kids!).

Finally, after the day's work is done, the set-up and housekeeping crew arrives to prepare for the next days' production run (timing equipment is put away; tents are taken down; tables and chairs removed; and so on). This is done with the precision of an Indy pit-crew, as certain motivational rewards are offered for finishing this task (pizza and a cold drink never looked so good!).

So what makes a swim meet a good business example? How about well-defined jobs; trained and certified workers; collection and immediate reporting of performance data; tightly synchronized activity, done in parallel where possible, for highly repetitive tasks; tight Quality Control standards, routinely enforced; support staff that truly serve the front-line workers; clear Policies & Procedures; rapid set-up capabilities; and, of course, let's not forget those motivational rewards!

So put down that latest business best-seller and get down to your local pool for a real-life education!

*Bruce Marsh, President of Marsh & Associates Consulting, has been helping organizations to improve their business performance for over 15 years. He can be reached at [dbmconsulting@aol.com](mailto:dbmconsulting@aol.com)*

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# **Congratulations!!**

Senior Athlete of the Year

**Recipient: Brent Hayden**

Congratulations on winning this prestigious award  
And on your win at the World Championships!!

Many good wishes from the families of the  
BC Summer Swimming Association!

# PARTICIPATION AND COMPETITION IN BCSSA

As we all know, BCSSA partitions the year into a “competitive” and a “non-competitive” season. At the time of writing this article we have commenced the competitive season, which runs from May 1st to September 30th. All four aquatic activities are regulated by rules related to this partition as are the competitors who participate.

Nominally, the partition identifies when the member clubs and their competitors will compete; that is, when clubs will hold water polo tournaments, synchro competitions, diving and swim meets. In principle, as the first “S” in “BCSSA” suggests, BCSSA is an association for clubs whose athletes wish to develop their skills in one or more aquatic activities, but who will confine competing to the “summer” season.

Because it is a developmental organization, BCSSA can be a “springboard” to more elite levels of competition. BCSSA’s commitment to its aquatic activities has played a significant role in the success of these activities throughout the Province. The BCSSA “Pool of Fame” acknowledges the achievements of some of the BCSSA competitors who went on to compete at the national and Olympic levels of their sport. But it barely scratches the surface of former BCSSA competitors who have achieved success in these activities, some of whose names we hear from time to time as they continue to compete.

The success of BCSSA’s athletes demonstrates the effectiveness of BCSSA as a development program for its competitors under its “philosophy of summer swimming.” However, maintaining that philosophy often leads to anxiety and tension as competitors wrestle with their desires to increase their training or to compete during the non-competitive season. Today access to all the aquatic activities is available year-round in some communities and BCSSA competitors can and some do undertake training during the non-competitive season. We should also remember, however, that many competitors do not or cannot, through lack of opportunity or resources in their communities, participate during the non-competitive season.

The problem is to ensure that all competitors have some chance at success whether or not they train in the non-competitive season. This means finding a satisfactory “middle ground” between two extremes – permitting unlimited training year-round or not permitting any aquatic activity during the non-competitive season. In an effort to accommodate athletes who participate in aquatic activities year-round and at the same time retain the principle reflected in our name that we are a “summer organization”, BCSSA provides regulations that govern BCSSA competitors during the non-competitive season. These regulations guide BCSSA registrars in assigning competitors to “competitor categories” – groups of athletes of similar age and training.

The system is not perfect; no compromise is. However, I feel conflicts and dissatisfaction occur because we struggle to accommodate two concepts that are not always complementary to each other: “participation” and “competition”. Not only in swimming, water polo, synchronized swimming and diving, but in other sports as well, the relative importance of each of these concepts runs the full range from “participation foremost” to “competition foremost”.

Some would say that trying to accommodate a broad range of abilities and multiple sports is a recipe for failure. However, I believe BCSSA can and should continue to be an organization that is as inclusive as possible. To do so, it must continue to monitor the effect its regulations have on the opportunities for fair participation of its athletes in all the aquatic activities. Parents and coaches should continue to identify apparent inequities so that they can be reviewed and remedies developed if necessary. At the same time parents and coaches must strive to broaden their focus to encompass the aspirations and needs of all competitors and all aquatic activities. This is not as difficult a task as it might seem. What it requires is that we take a little time to find out about other activities beyond our initial focus: the interests of our children. This means talking with parents, coaches, and athletes in other clubs, other aquatic activities, and other competitor categories.

Despite the differing opinions on “participation versus competition”, BCSSA is a successful organization because it is a “family-oriented” organization. As such it provides a greater opportunity than many other sports organizations for social interaction and this provides just the opportunities for the discourse I have suggested. The large number of returning families each year brings with it the accumulated experience of previous years and that experience provides the broader perspective that is so necessary for BCSSA’s success in the future.

Tony Dixon, Provincial Director of Officials.

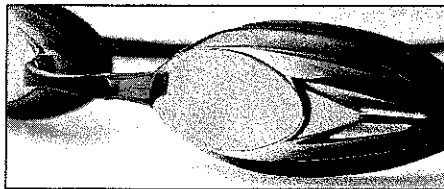
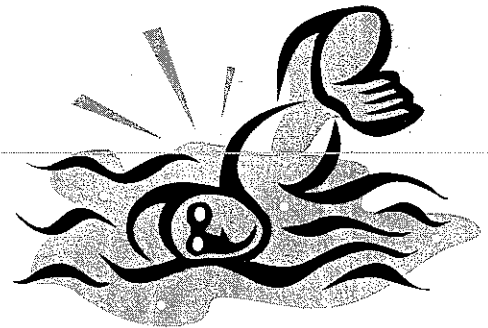
# PROVINCIALS 2008 TRAIL/CASTLEGAR

The KO Region is once again proud to host the BCSSA Provincial Championships in Trail and Castlegar for the 2008 season. Preparations have already begun to welcome all of the top BCSSA competitors from British Columbia! Both the cities of Trail and Castlegar are motivated to support our organization in making this event the best that it can be.

If anyone remembers the Provincial Championships in 2001, they will recall the amount of records broken.....While hard work and top form in the individual area of competition are definitely a main factor for the breaking of records, we hope that this great location(s) will enhance the spirit in which one competes, and more records will fall!

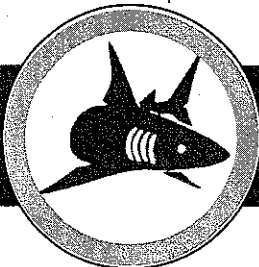
We from the KO Region are looking forward to this years Provincial Championship in Prince George and hope see everyone the following year in the Kootenays!

Greg Harasemow  
KO Regional Director



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1-877-505-5328

514-487-3993

**SCARBOROUGH**

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416-431-3334

# Do's and Dont's of Camping at Provincials

Camping at Provincials is a time-honored tradition for many of our BCSSA families and to make this years experience even better we have provided excellent locations which are located nice and close to the pool.

More detailed maps and other documents have been added to the Provincials 2007 section of our website at [www.bcssa.bc.ca](http://www.bcssa.bc.ca) so check there often to ensure you have the most up-to-date information!

## Do's of Camping at Provincials

Do have a GREAT time

Do bring your Self-Contained units for camping, lots of space for you

Do visit the Esquire Tent for all your event clothing needs

Do visit the Team Aquatics Tent for your swimwear and equipment needs

Do enjoy our concession stand for great nutritional food, why cook right!

Do take down your pop-up tent each day, sorry but it does have to be taken down each day

## Don'ts of Camping at Provincials

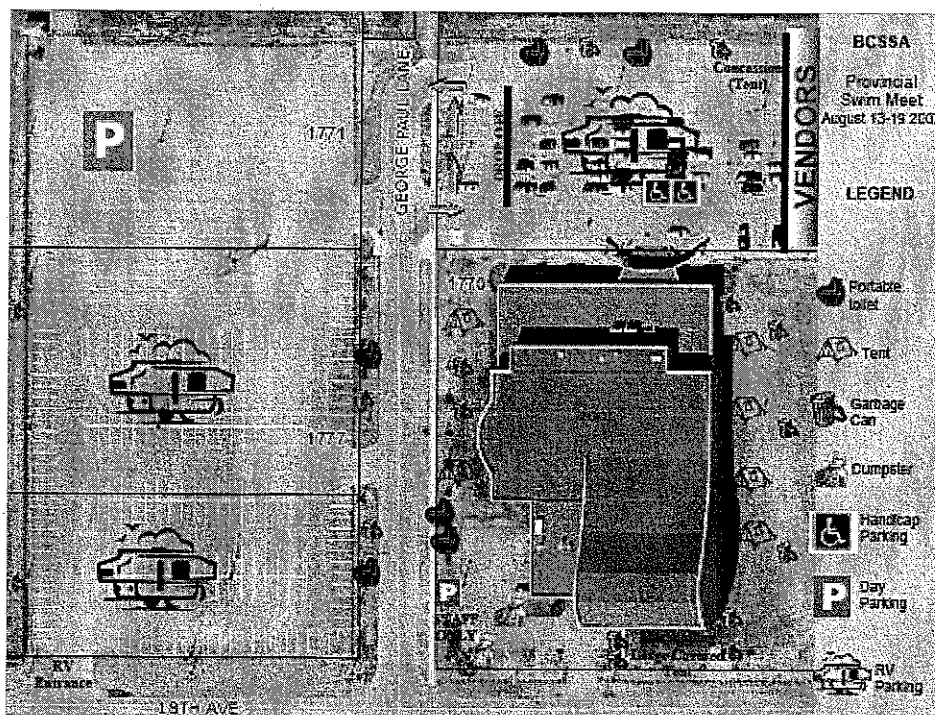
Do not bring large Region/Club tents

Do not use the Soccer Field! It is fenced off and that's for a reason. We have to be nice neighbours so please respect this little rule

Do not leave your pop-up tent "popped-up" each day, already covered but we thought we would mention it again

Do not miss out on the fun! Join us in Prince George and have a GREAT time!

**Again, please visit the BCSSA WebSite ( [www.bcssa.bc.ca](http://www.bcssa.bc.ca)) under Provincials and review the detailed site maps of the area (we've included a small one with this article so that you can start your planning), showing the RVs, Day Tent area, Day Parking, Pool, etc. etc.**



# A WORD FROM PRINCE GEORGE!!!!!!

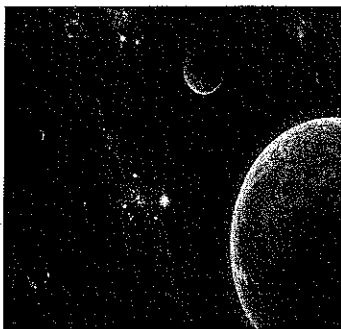
By the time you read this, your swim season will be underway and you may even have a meet or two under your belt (or maybe I should say your goggles). Time to start thinking about the possibility of Provincials and a trip to Prince George.

This year there are two 'supernatural' phenomena that you may be able to observe either in Prince George or on your trip here. Unfortunately, one of those is the effects of the pine beetle epidemic on our forests. Whether you drive or fly, you will see huge tracts of either red or grey trees interspersed with the green ones. The pine beetle infested trees undergo three phases: the first year of the infestation, the trees are still green; the second year, they are red and the third year, grey. All three phases will be easily evident on your trip.

The other 'supernatural' phenomena is the Perseid Meteor Shower which peaks on the opening day of Provincials (actually during the night of Aug. 12/13). For those of you who live in areas of light pollution (ie. most of you), meteor showers are not easy to see. However, weather permitting; there should be a good view of the meteor shower as there is a moonless sky that night as well. For those of you travelling in dark sky areas en route to Prince George, the Perseids are active at a reduced level through the two weeks straddling the night of the shower's peak. We are trying to arrange to go to the Prince George Observatory that night for even better viewing although that is not yet confirmed. I will put something on the BCSSA website about the Observatory if we are able to arrange this. However, the pool is on the edge of the city in a dark area so I think the meteors should be easily visible if you are camping there.

Rosemary Nickerson is arranging to have a wealth of information about the RV parking, etc. put up on the website. The City of Prince George has helped out with a sitemap that should give you a good idea of the layout for both regular and RV parking.

The Prince George Pisces Summer Swim Club is hosting a buffet dinner on the evening of August 18 for anyone who wishes to attend. Unfortunately, we were limited to 600 people. We are handing out tickets to be sold at Regionals by the Regional Director or their designate. The tickets are \$15 for teens and adults and \$10 for 12 and under which is at cost for us. The menu will be on the website in the future along with some pictures. Please join us for dinner and a celebration of the BCSSA and Provincials!



The Skies at Night

The Prince George Astronomical Society are planning an open house on the evening of August 12th at the PG Observatory at 9:00pm for the Perseid Meteor Shower.

Admission is by donation.

For more information please go to their website: <http://vts.bc.ca/pgrasc/>

The observatory is about 20 minutes outside of town.

# 2007 Coaches' Conference

The 2007 Coaches' Conference was held in Nanaimo at the Best Western Dorchester during the May long weekend and was a great success!

Olympian Jason Dorland kicked off the conference with a great keynote address about setting our swimmers up with a healthy sense of self and the tools to deal with whatever life may serve them by building strong swimmer/coach relationships based on trust, compassion and respect. The lineup of speakers ensured that the learning experience for the attendees was maximized and made the entire experience memorable. A CD of conference materials and other resources will be mailed to the attendees.

Many thanks to the following people who helped make the conference a great success:

- Ryan Corbett – Conference Chair
- Steve Beerman
- Kirsten Dixon
- Jason Dorland
- Jenny Duncan
- Haley Hennigan
- Sarah Kudaba
- Mark Lancaster
- Sheree Palmer
- Nail Wuolle

The 2008 BCSSA Coaches' Conference will be held in the Lower Mainland and is tentatively scheduled for May 9, 10 and 11th with a theme built around Long Term Athlete Development, look for details during the Coaches' Annual Meeting following Provincials. If you are a coach that would like to participate in the planning for the 2008 BCSSA Coaches' Conference please send an email to Ryan Corbett, BCSSA Coaches' Advisory Committee Chair at [office@bcssa.bc.ca](mailto:office@bcssa.bc.ca).

## A Summer Swimming Coaches' Handbook

Being a coach in today's Summer Swimming world isn't easy. Regardless of if you are a brand new coach or a seasoned professional, with its short season Summer Swimming provides a unique challenge for coaches. As a result, Neil McKinlay wrote a fantastic handbook entitled "A Summer Swimming Coaches' Handbook". The handbook covers a number of issues facing coaches of varying levels of experience.

You can order your very own copy of this amazing resource from the Provincial Office, the cost is \$40.00 plus \$5.00 shipping and for the 2007 season, if you are a registered coach with a BCSSA member club, you can receive \$10.00 off your order, but your order must be placed before June 30, 2007.

# Synchronized Swimming – A word from Stella Kosciuk

We are all getting excited in preparation for BCSSA Provincials being held in Prince George this year. Make sure to check the BCSSA website for all the details.

Part of the preparation was updating some of the Synchro rules and regulations, so please read the 2007 Meet package thoroughly.

We are also very excited about the possibility of having Synchro introduced into other clubs. These contacts are working very hard to make this happen.

For more information in your area please contact:

Nelson Neptunes - Erin at [dlmrafford@shaw.ca](mailto:dlmrafford@shaw.ca)

Lumby Lighting - Michele at [michele@cablelan.net](mailto:michele@cablelan.net)

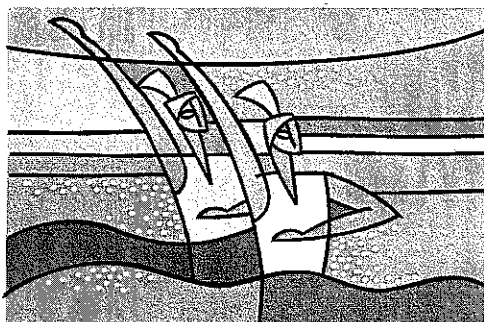
Victoria Kingfish - Tara at [tstevenson@pacificsport.com](mailto:tstevenson@pacificsport.com)

New for 2008- RECRUITING Official Synchro Judges:

For Provincials 2008 we will need to provide our own Judging officials. Currently we depend on qualified non-BCSSA affiliated judges to provide this service.

We will need to recruit a minimum of 1 parent per club or use a ratio of 1 parent per 10 synchro swimmers. In preparation for Provincials 2008, we are thinking of Parents taking the judging Level 1 course, with the expectation that they will judge at one Synchro BC training meet, one synchro BC regionals (there is one on the Island, one on the lower mainland and at least 1 in the interior), and sectionals next May.

What a great opportunity for parents to get involved. The next training session is scheduled for September 7, 8, and 9 at the Synchro BC Fall Conference. It will be held at UBC, pool and conference centre. Please submit your name and which club you are with to: Stella Kosciuk at [skosciuk@telus.net](mailto:skosciuk@telus.net)



See you at Provincials in August.

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## NOTES OF INTEREST

New Rule Book has been published!

It is posted on the Web site and can be purchased through their Regional Directors!

Please be advised that they are now printed in separate sections.

and

Pinks and Blues!!!

Be aware that you can now print a BCSSA Deck Card directly from the Hy-Tek program. All you need for supplies is the Pink or Blue Perforated Paper which can be ordered through any of your local Printers.

Makes it so easy!!!

# Water Polo Report

Well the summer season should be well underway. We are in our second season with our own referee system in place. Since this is fairly new there are always questions. Here are some questions that you may have.

Q1: I am interested in referring how do I get started?

You must take the minor official and referee course before you are able to referee. These courses will be provided throughout the summer season.

Q2: What level of referee am I?

Go check on BCSSA's website. There should be a list of referees along with their level.

Q3: I checked the web site but my information is in correct?

Since this is a working list the information that we may have could be incomplete. Do not worry, just send me an email to [toy\\_jim@yahoo.com](mailto:toy_jim@yahoo.com) and advise me what needs to be corrected or changed, especially if we do not have your email.

Q4: Where do I get my name badge and pin from?

Normally the name badge is ordered by each club. All the pins and name badges can be ordered through the BCSSA's office through Jon Cain, [jon@bcssa.bc.ca](mailto:jon@bcssa.bc.ca).

Club officials usually orders the badges, orange and green pin and award them to their referees in their club.

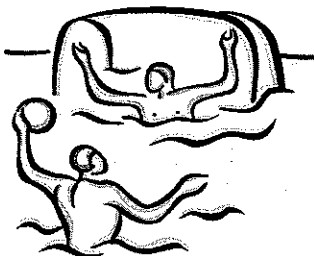
Water Polo Regional Directors will order the red and light blue pins and award them to the referees in their region.

The Director of Water Polo for BCSSA will order the dark blue pin and award them at Provincials (if the referee is there).

Q5: How do I get my information on the referee's list on BCSSA's website?

There is a check list which you need to complete before you go on to the next level. Once you have completed all the requirements in one of the levels please email the form to [toy\\_jim@yahoo.com](mailto:toy_jim@yahoo.com) so that your information can be entered. Please retain the form for your records.

Jim Toy Director of Water Polo



BCSSA

# INSURANCE 101

The 2007 season started with some changes for our member clubs. One of the changes that have caused the most questions for the Provincial Office is our new insurance policy. Since January 2007 our Insurance Committee, comprised of Don Miller and Norm Scott, reviewed all of our insurance policies and looked at our weaknesses in terms of legal liability issues and came up with the brand new improved insurance coverage which kicked in on May 1st. As a result of this new coverage, our broker has changed to Greater Victoria Insurance.

We have also expanded our A D & D (Accidental Death & Dismemberment Insurance) coverage for volunteers with BCSSA and our member clubs. This ensures that everyone connected with BCSSA and our member clubs are covered in the unlikely event of an accident.

The most exciting change (if you can call anything about insurance exciting) though is our new Directors and Officers Liability coverage (D&O Insurance). The Provincial Board has paid the premiums for all clubs who opted into the agreement and if your club did NOT complete the application for coverage yet and would like to be involved then please contact the Provincial Office.

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If you have questions regarding a club event being covered then please contact Greater Victoria Insurance at (250) 384-9744. Please do not assume that you will be covered.

In simple language, all BCSSA athletes, employees and volunteers are covered during ANY sanctioned BCSSA event such as practices, swim meets, dry land exercises, etc. The Provincial Office has sent out an e-mail to all Club Presidents regarding other club events such as fund raising, etc. and will be sending back a sanction number for each such event which indicates that that event will be covered by our insurance policy.

We hope that this article helps answer some of your questions regarding the BCSSA Insurance Coverage. If you have further questions then please do not hesitate to contact the Greater Victoria Insurance Company at (250) 384-9744.

## Volunteer Coaches' Clinics

2007 saw more than 120 athletes complete the Volunteer Coaches' Clinics. Each participant was trained in Coaching Conduct (Role Models, Professionalism, Ethics), Leadership Development (Communication Skills, Giving Feedback, Discipline, Teaching Techniques), and Stroke Progressions (Starts, Turns, etc.). In other words, these clinics give our athletes the necessary stepping-stones towards a successful coaching career. The benefit of these clinics goes beyond educating the participants; it also provides a great asset to our clubs when they are hiring new Junior Coaches!

Congratulations to the 2007 Participants!

## TAKE A LOOK ; A LONG HARD LOOK

As parents, coaches and inspirations, its time we take a look.

We take the time to get them to their activities. We encourage them at and to practice. We teach them the actions, procedures and processes. We give them the knowledge the will and the way. We not only open the door for their future, we sometimes have to hold it open and wait for them to decide to come threw. We worry about their nutrition, their health and their well-being. We worry about their balance, their presents and their future.

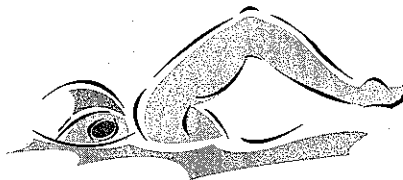
Their future, that's the one we see the foggiest. As parents, coaches or inspirations, we want the best for each and every one of them. But we our selves as athletes (past or present) are jealous of our own accomplishments being bested. It's a secret fear we harbor, each and every one of us. We can admit it and move past it, because we as parents, coaches and athletic inspirations want the best for them.

So its time we take a look at their feet. Yes their feet. Some day every one of us is going to see those feet out in front of us. Some day, with all their hard work and training, " the student will surpass the master." I know as an athlete you never want to think of that, but as a coach, parent or inspiration, there is nothing better.

So now is the time. Take a look at their feet. Imagine them out in front of you. Grab on to that image and lets make it happen. Because you know that the kids have that image, and it's you that not only helped put it there but is also making it possible.

Remember: To encourage the swimmers of future, you must support the swimmers of the present and look up to the swimmers of the past.

Kyle Mitchell



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