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FEATURES

- Respect, Innovation, Inclusion
Hallmarks of the New ASCA** **4**
- Supportive Parenting:
The real ROI for youth sports.** **7**
by Mike Murray
- Bill Wadley, an Interview** **9**
by Steve Betts
- Master Swimming** **13**
by Nancy Kirkpatrick-Reno
Head Coach and CEO of Conejo Valley
Multisport Masters (CVMM)
- The Passing of a legend
Robert K. Miller (Coach Bob)** **15**

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Respect, Innovation, Inclusion Hallmarks of the New ASCA

In the six months since CEO Jennifer LaMont took the helm at the American Swimming Coaches Association (ASCA), the NEW ASCA has emerged as a member-driven, inclusive and highly engaging organization. ASCA has stepped out quickly with a fresh new look and set of values that coaches around the country and internationally are thrilled to see.

“We are evolving into the innovative leadership organization that coaches need and deserve,” said ASCA President Michael Koleber, who has led the organization through the last few challenging years. “I am so excited to be a part of these changes that are taking our coaches and our profession to the next level.”

“The new ASCA is all about innovation, inclusion and respect. As much as we have accomplished in these first six months, it’s really only the beginning,” said LaMont. “We are going to transform how coaches communicate and learn by building a community with coaches, for coaches. Stay tuned for lots of new benefits, support and leadership programs coming soon!”

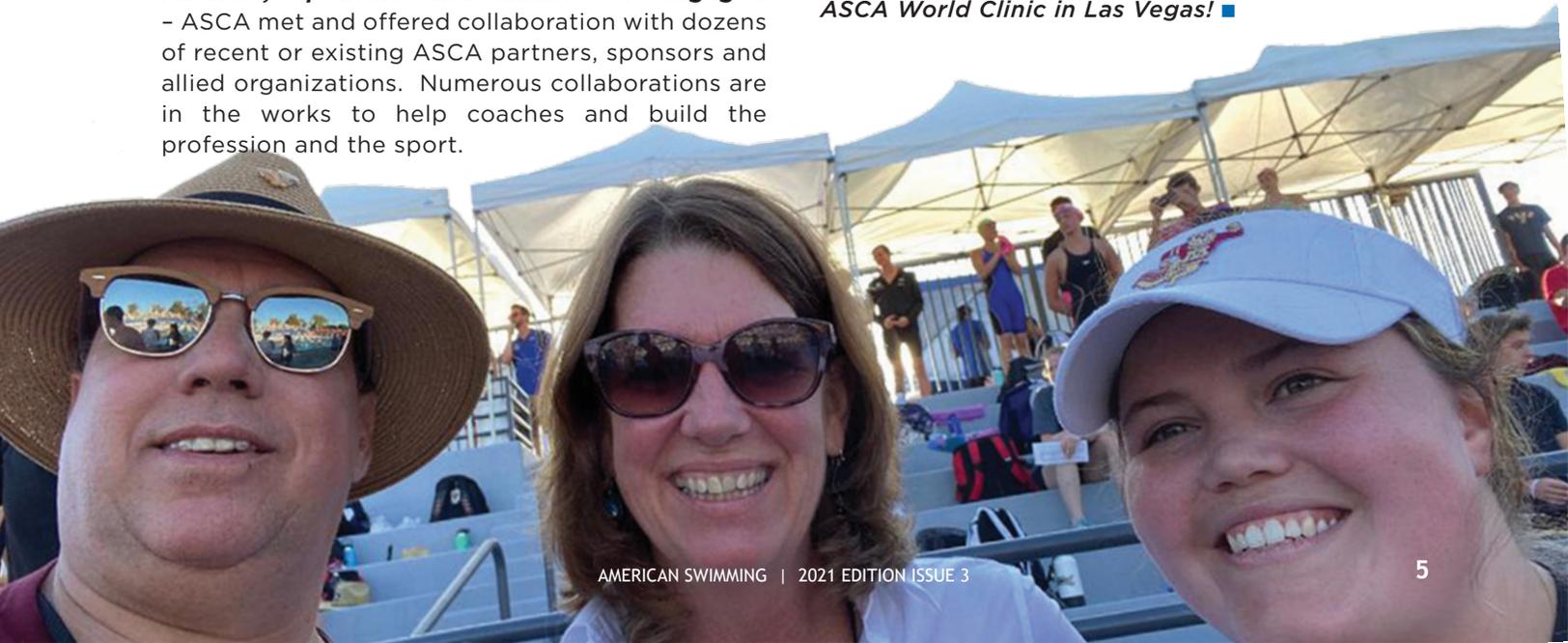
The list of ASCA’s accomplishments and changes over the last six months is staggering considering the country is still coming out of pandemic and swim clubs are still making their way back to normal. Here are some of the highlights:

- **2021 ASCA World Clinic** - Against all odds thanks to COVID, ASCA put on an in-person World Clinic featuring top-notch speakers, a busy exhibit hall, a full complement of sponsors, a professional and entertaining awards banquet, pool sessions, three networking parties, and many appreciative coach participants. Planning is already underway for the 2022 ASCA World Clinic, which will be in Las Vegas, Sept. 7-10.
- **New communications** - ASCA began communicating with members in a new and refreshing tone and tenor. Starting with a refresh to the iconic logo, ASCA’s useful, engaging and consistent communications have been a hallmark of the new administration. Members regularly receive texts, emails, phone calls and visits on pool decks from the new CEO. A new weekly e-newsletter comes out on Wednesdays and non-stop social media posts keep members informed and involved.
- **Advocacy** - Within weeks after LaMont came onboard, ASCA leapt into action. When USA Swimming announced proposed changes to the bylaws, ASCA made sure members were informed, educated, and engaged in the process to make sure coaches maintained their voice in the changes to the governance structure. ASCA is continuing to advocate for the coach voice and the professionalization of the coaching in all arenas.
- **Mentorship Program** - The ASCA Mentor program was successfully launched with close to 100 coaches participating. The sponsorship of Swim Outlet has allowed for invaluable gatherings and training opportunities for coaches in the program. Leadership coach Jeff Raker is supporting the program by providing training and guidance for all coach participants.
- **Revamped education and certification courses** - ASCA Board members have been working with coaches throughout the country to update the curriculum of the certification courses which will be launched in early 2022 on a completely new and interactive learning management system (LMS). ASCA new hire Ariel Hodges is a great addition to the staff to lead the implementation of the totally revamped education and certification programs at ASCA.
- **Return to in-person clinics** - At the ASCA headquarters, staff is in full planning mode for the Pacific Coaches Swim Clinic in Napa, CA January 6-9, and the Legends of Texas Clinic in Austin, April 8-10. Several other regional clinics are on the drawing board, such as Indiana, Central States, Eastern States and more.
- **Becoming more diverse, inclusive** - The current board of directors is the most diverse in the history of ASCA thanks to transparent communication about the election and the work of board members to actively seek out diversity. ASCA is running programs to support various underrepresented constituencies within the leadership of the coaching professional. Initial programs include the LeadHERship Academy and a new group dubbed Coaches of Color.

- **Member surveys** - ASCA launched several short member surveys to engage members, offer involvement opportunities, and ask for their help in steering program development.
- **Member involvement opportunities** - ASCA is getting members involved in numerous aspects of the coaching profession. For example, ASCA invited coaches to provide input into the certification revamp efforts, asked for input developing the mentor program, offered interactive conversations on ASCA Live, held Q&A zoom sessions on the USA Swimming proposals, and offered electronic voting for the entire membership for the BOD election.
- **ASCA Live** - A live, interactive zoom series has been launched, allowing coaches to ask questions and interact with presenters. The first one featured Coach David Marsh. Upcoming speakers will be Tyler Clary (financial planning for club/swim school owners), Katie Arris Wilson (board communications), Leland Brown III (Diversity in our sport), and Jeff Raker (club leadership).
- **International clinics ramping up** - Our first in-person international clinic since the pandemic happened was hosted in Dubai, UAE on October 20-25, 2021. ASCA hired Coach Chad Onken as Director of International Clinics to provide clinics with coaches around the world.
- **Coach recognition** - ASCA launched The first-ever Swimming Coach Appreciation Week with enthusiastic participation from the entire swimming community! ASCA continued its long tradition of recognizing the top 50, 10 and winner of the Age Group Coach of the Year. George Haines ASCA Coach of the Year award was presented to Coach Gregg Troy at the annual awards banquet. Coaches across the country were recognized in various ways on ASCA's social media accounts.
- **Partners, sponsors and alliances re-engaged** - ASCA met and offered collaboration with dozens of recent or existing ASCA partners, sponsors and allied organizations. Numerous collaborations are in the works to help coaches and build the profession and the sport.
- **Membership Promotion** - A free ASCA t-shirt was offered to any coach who joined or renewed during Swim Coach Appreciation Week. ASCA processed 182 memberships that week!
- **ASCA Merch** - ASCA members can now show their pride on the pool deck with ASCA shirts and hats that are for sale on the website.
- **Exclusive Members-Only Benefits** - ASCA is offering more and more members-only exclusive benefits, such as the ASCA Live Talks, the Mentor Program, DOC Talk Library, Financial Services, and the ASCA Travel Desk. ASCA's Top Ten Reasons to Belong, featuring many of these benefits can be viewed at www.swimmingcoach.org/about.

Some things on deck for the next 6 months:

- **New online learning and community-building platform in the works** - ASCA will soon be launching a state-of-the-art website and learning management system that will be a game changer for members' ability to learn, support and share with each other.
- **NEW ASCA Certification Courses - ASCA Levels 1-5 are being revamped by ASCA board members and will be presented on the new system.**
- **ASCA-sponsored coach socials at national meets**
- **More in-person clinics, and virtual learning offerings**
- **ASCA Ambassadors program**
- **Whole Coach Initiative (financial, work-life balance, mental wellness, childcare)**
- **"ASCA Pro" helpline**
- **Database of coach contracts, and other job hunting and negotiating resources**
- **Planning and marketing the next, BEST EVER, ASCA World Clinic in Las Vegas! ■**



Top 10 Reasons to Belong to ASCA

1. You are joining a community of swimming coaches dedicated to supporting each other and improving the profession.
2. You are supporting the organization that advocates for you and your profession.
3. Free access to [hundreds of talks](#) by accomplished coaches
4. ASCA Mentor Program Sponsored by Swim Outlet
5. “[ASCA Live](#)” discussions with legendary coaches and other experts
6. ASCA [Certifications](#) - the gold standard for coach certification
7. Continuing education [online courses](#)
8. ASCA [Travel Desk](#) - offering members-only discounts for personal and team travel
9. Free [financial planning advice](#) specific to coaches, clubs and swim schools
10. Access to numerous [in-person coaches clinics](#) including the ASCA World Clinic

Actually, There Are 10 More Reasons:

1. Support programs for coaches in underrepresented groups (ie. LeadHERship, Coaches of Color)
2. Ability to get involved in committees developing initiatives to support your fellow swim coaches
3. [ASCA Fellows](#) - a unique opportunity to conduct research on a swimming-related topics
4. 15% off on [ASCA clothing](#) and [courses](#)
5. Weekly e-newsletter with news about the sport and ASCA
6. Discounted access to [GoSwim's subscription plans](#)
7. Ability to start a [SwimAmerica™](#) program
8. [American Swimming Magazine](#) (6 per year)
9. Free ASCA swag for recognition programs and social media contests
10. ASCA-sponsored hospitality events at national meets

Everything listed above is an EXCLUSIVE MEMBERS-ONLY BENEFIT of belonging to ASCA.

To join ASCA go to www.swimmingcoach.org/join



Supportive Parenting: The real ROI for youth sports.

by Mike Murray



I am a parent. I am also a swim coach. While coaches and parents often find themselves in conflict, I believe that what we can learn from each other is more powerful and profound.

Throughout the wonderfully complex and uniquely beautiful process of raising children or guiding athletes, our family has shared one goal: Celebrate the moments that we have imagined in our dreams and support the vision of who our children want to be and what they want to accomplish.

Our family's parenting directives fit into three main principles: respectful attitude, dedicated effort, and a genuine desire to help others. In our sport there is perhaps no better characteristic than learning how to be a great teammate. Personal growth begins when we are as invested in the success of others as much as we are with our own.

Coaches usually begin their careers long before they become parents. However, we are crafted from the same mold, thrust into a partnership of development, a promise to put others' needs before our own, and the responsibility to build relationships that will shape the trajectories of young people's lives.

In my professional life, I have learned to delicately balance the duality and dynamics of being a father and a coach, carefully harmonizing and navigating the fragile layers between responsibilities, making a variety of mistakes along the journey.

Swimming magnifies the intensity of the parent-coach-athlete triad. It requires valuing each distinct aspect of our accountability to each other. Understanding this relationship takes time and patience, but this process creates meaningful connections with your children that will last a lifetime.

The landscape of athletics will always change, but in my experience nothing can be more influential in the lives of our children than teaching them how to be self-reliant, thoughtful, compassionate, and enthusiastic about learning, growing, and building profound relationships with their peers.

There is a phrase we may hear often in contemporary sport, "athlete-driven," which stands for a philosophy that empowers our children to understand that they can decide for themselves what they want to accomplish.

Few sports measure triumph or failure in hundredths of seconds. Joy and disappointment exist in mind-numbing proximity. Quantifying progression in swimming is an art that most will never fully appreciate; what seems simple to understand is simultaneously impossible to explain. The third-place finisher at the U.S. Olympic Trials might have the performance of a lifetime — it may even be the third-fastest time in the world, or a 10-second improvement — and still, by some interpretations, fail. The athlete missed making the team, despite making whatever major improvement.

Situations like this are why we need coaches, parents, mentors, teachers, and teammates. They are the foundation on which our own self-efficacy is based. They're how we learn to deal with adversity, fear, failure, uncertainty, and genuine sadness. We must illustrate the value of *feeling*. We have a duty to create a safe space for our children to experience all the difficult moments and help them to develop strategies to own their feelings and to support their need to express them.

Parental love is one of the purest emotions, but it has a natural tendency to want to overprotect, to shelter and prevent struggle for our children. We are all guilty of deflecting some hardships in our kids' lives, but that deprives them of important skills that they need to realize who they are and what they can accomplish independent of our safety net.

Creating spaces for our children to thrive requires parents to reflect and realize that the journey from age-grouper to senior swimmer happens in what feels like an instant. An atmosphere of support does not mean inserting yourself to ensure success, but encouraging your child to feel the pain of failures, enjoy the moments of achievement, and celebrate their discovery of what it means to be authentically human. ■

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Bill Wadley

Interview by Steve Betts

This interview was conducted by Steve Betts shortly before Coach Wadley passed away in September 2021.

Coach Wadley, thank you for everything you contributed to the sport of swimming. Rest in peace.

Why have you been so involved with and dedicated to ASCA over the years?

I found my very first job on the ASCA job board at the World Clinic in New Orleans. My first job allowed me to get insurance for my family and gave me the chance to focus on a professional career in coaching. I wanted to always pay it forward because I believe that it was our responsibility to give back to our coaches' organization.

What is the difference in training and relating to an elite-level male college breaststroker and a slender adolescent teenaged female Sr. National level breaststroker?

When I worked as an assistant at Alabama and Iowa, I had an opportunity to work with and watch world-class athletes. Over time you begin to develop an eye for what a world-class athlete looks like, and whether you have one or not. You can take those elite athletes to the next level as you become a better coach and more confident. Eddie Reese once told me that as a young coach he didn't always recruit the fastest athletes because he wasn't certain he could make them better. Most coaches go through this evolution.

When coaching adolescent swimmers, it's important to be aware that their psyche is tender and we must be careful and treat them cautiously. Be aware of what they can handle and give them more over time, as their confidence and experience grow. At the same time, we ask ourselves if this athlete is ready to progress to the next level, so we can raise the level of training to match the level of the athlete.

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What is a memorable breaststroke set that you can recall for each type of breaststroker that you did multiple times during a season?

Set for powerful male breaststrokers: six-week set, concluding three to four weeks before championship. Week one: six rounds of 4x50 w/:20 rest @ goal pace, 100 easy after each set on Monday, six rounds of 4x25 on :30 @ goal pace, 100 easy after each set on Wednesday. First three weeks: done at the end of practice, last three weeks done at the beginning of practice after warmup. Set for teenaged girls: 6xbroken 100 scy on 4:30. 50 dive on 1:10, 2x25 on :30, 100 easy.

What should coaches know about working with NAG record holders at the age group level and trying to “manage” their parents?

It's important to keep the parents in the loop and communicate enough to ensure a level of understanding in terms of long-term development. Each athlete has their own personality and it's important to understand how that personality can help guide us in terms of how we train them. Some swimmers can handle tough, constant challenges and others need to keep it a bit lighter and have practice be a bit of a game

What did you learn from being an assistant to Coach Don Gambрил? What should assistant coaches be aware of? What should head coaches do to help fully develop assistant coaches?

Coach Gambрил taught me the importance of having a presence on the deck – being very well prepared in advance. As a rookie assistant, Coach Gambрил told me to prepare a strength training program. Being a PE major with a strong science background, I put together what I thought was a stellar strength training program. Coach Gambрил took one look at it, wadded it into a ball, and promptly threw it in the trash can. “Bill, I gave you a job to do and you didn't complete the task at the level that was required. I want you to find out what the world's best swim strength program is, and then make ours better than that.”

Assistant coaches should always look outward for answers from the world's best coaches. Always work harder than their bosses. Treat everyone surrounding the program with respect and dignity, including the custodians. You never have all the answers, you're never quite good enough, and you must always be searching for a better way to do the same thing. Remember what Bob Steele says: “if it's not fun to watch, it can't be fun to do.”

To help assistant coaches develop, head coaches should give them authority and responsibility. Have high expectations of them. Communicate with them frequently regarding your philosophy and beliefs in all areas; share often so they understand what you believe in.

Backstroke Training

Two different types of set each week; an endurance set (3x7x100 on 1:30, 1:25, 1:20 with 6x25 after each: first set was alternating one arm, second set was one arm fast, third set was alternating u/w fast with easy swim) and a quality set designed to build confidence and capacity to stay underwater for 15 meters each wall (6x75 fast on 1:15 w/15m u/w each wall, then 1x25 blast u/w – 100 easy – 3 rounds). Key is to go fast underwater.

Developing a Team Culture

Each year we spent the first week or two focusing on leadership and teamwork – brotherhood. We used John Maxwell's 21 Irrefutable Laws of Leadership and each class (FR, SO, JR, SR) was assigned several different chapters along with the coaching staff.

At Joliet YMCA we played the underdog role well. No one expected a team from Illinois to win some individual races, relays, etc. It all starts with a conversation which evolves into a common team goal, helping everyone understand that we can achieve something if we all believe in the theme and the goal. At Ohio State we had groups of stokers, sprinters, and distance – each group had a captain and each

group held themselves responsible for performing at a higher level. When one swimmer from that group left the team area to race, all team members went to the blocks together: no one raced alone while the others cheered and supported.

How Can Coaches Make More Money?

Coaches should be building their brand of who they are in the community. They need to participate in the community by volunteering, doing good for the community, then begin looking for opportunities to build a business alongside their coaching business. The easiest place to start is local swimming lessons – rent a bit of pool space to begin, then expand to other pools. Communities are in need of high quality swimming lessons provided by professionals in the field.

What I Learned From Other Coaches

Eddie Reese – starts, turns, and underwaters

Jon Urbanchek – freestyle technique concepts

Breaststroke – what style fits the swimmer best

Swimmers – look for their strengths and maximize them. Spend time developing what they're good at. Took the kickboard away from Quincy and through an underwaters focus brought him from 1:55 to :46/1:143 in fly. ■





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By Nancy Kirkpatrick-Reno
Head Coach and CEO
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Masters Swimming

Masters Programs provide more than swimming, it is a Fitness, Social and Mental Lifeline for adults in our community.

Masters Swimming like other aquatic sports has been hit hard by COVID 19. As other Aquatic sports such as age group swimming, swim lessons, diving, and water polo when pools closed so did our programs and for many of us our lively hoods. Master's swimming has been a passion of mine for over 20 years since first returning to swimming to swim masters for Peter Daland. I swam at UCLA so swimming for a USC coach was a big deal, but it was closest program. I swam for George Haines at Santa Clara Swim Club before going to UCLA. Two of the greatest coaches the USA has ever seen. I like to think I took a lot away from both.

Masters Coaching has been my full-time occupation after retiring from the corporate world at 52. I coached age group for a few years along with masters swimming and found that by comparison it was much more fulfilling to coach adults! No more parents pushing their kids, no more parent run boards with short term vision mainly around their own children's goals and not the long-term survival of the club/ team. Do not get me started on that!

Coaching masters swimming is such a pleasure. Adults come to workouts because they want to get in shape for various reasons. Some swim for the pure pleasure, some as their primary fitness others came in mass to learn to swim or to swim faster and more efficiently for triathlons and then there are my master's competition athletes who wanted to not only stay in shape with swimming but wanted to compete. It is this group of competitive athletes that really transformed my group into what we call our "swim family". Many of these swimmers swam in high school, club teams and college, they helped me to promote the concept of team to the rest of the group. The old there is no "I" in TEAM motto. I believe they learned these concepts early on. Both of my mentors Peter Daland and George Haines were able have elite athletes' side by side and everyone felt like they were special. I have tried to follow that concept on our master's team. The beginner to the elite even the Olympians everyone is treated the same. If you are a prima donna, we do not need you on the team no matter how fast you are, if you do not get along with others, we do not need you on the team. Over the last 6 or 7 years this swim family has

exploded with swimmers. It has also become a travel family and each travel meet we have a group that stays over a couple days and explores a new part of the country. Traveling abroad we may stay a week in Europe or two. For many of my team their only social outlet is the master's Team and the swimmers on the team. If they did not travel with the team, they would not travel.

This has allowed us to thrive and COVID 19 has opened my eyes to something that was right in front of me, but I never truly realized how deep the value of swimming went mentally for my swimmers. I have discovered we are a fitness, mental and social lifeline for many people in the community.

After about a month of being back in the pool before anything else opened I was flooded with comments and thank-you's. Swimmers were emailing me about their depression, social isolation, lack of a workout, loneliness and thanked me for having coached workouts. Swimmers were telling me swimming has saved their lives during COVID. It was the one thing they counted on 4 days a week to reset their moods. They were happy to be in the water, getting a workout, seeing their friends, and getting out of the house. They were better husbands, wives, mothers, fathers, bosses, partners, grandparents because they had 60 minutes of watching that black line on the bottom of the pool. They let their mind drift away from the issues they were dealing with. Swimming changes your mood, you laugh, you joke with a teammate, you harass the coach over a too easy or too hard set, life is good because you swam with your master's team, your swim family today. Masters' swimmers may arrive at the pool with a frown but you as a masters coach by offering your program have turned that frown into a smile. Master's coaching is far more rewarding than the wins in the pool. Masters Coaches do not make a lot, but we too are rewarded beyond the paychecks. These swimmers are winning everyday with the fitness they get and the mental break we give them in the water.

I encourage everyone to try coaching a master's team it will enrich your life and the lives of those in your program.

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The Passing of a legend

Robert K. Miller (Coach Bob)

May 8th 1929- August 19th 2021



The Green Valley, AZ swim club lost a legend on Thursday, August 19th. Robert Miller (Coach Bob) was an athlete, Coach and Mentor, devoted husband, dad and grandfather. He was respected, loved and an inspiration to everyone that knew him. Bob's entire life had been centered in and around water. Up until this death, he could be found at the Green Valley West Center pool five days a week. He impacted so many lives during his nearly 60 years of coaching he was quoted saying that he had coached nearly 5,000 kids and adults over his lifetime. Many of Bob's athletes competed at Olympic trials and some of his best swimmers, (Lynn Colella, Rick Colella, Janis Hape and Bob Lynn), finished in the top 3 at the Olympic Games and World Championships. Coach Bob was the U.S. National Team Coach at several international competitions including the Mexico Pan American Games in 1975.

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Bob's athletic career began at the University of Washington where he received a bachelor of science and master's degree in kinesiology and was the captain of the swim team. He enlisted in the Army after graduation where he was recruited for the Modern Pentathlon which encompassed horse show jumping, fencing, swimming, cross country running and pistol shooting. In 1956, he was the best in the country and qualified for the Modern Pentathlon on the US National team for the Melbourne Olympics. An unfortunate accident with his horse kept him from competing but he still flew to Melbourne for the 1956 Olympics as an alternate team member and Bob and the team received a silver medal for their efforts. For the next 6 decades, Bob focused on coaching while still swimming and staying active.

In 1959, Bob Miller along with two swimmers from his college swim team, John Tallman and Bob Regan, Co-founded the Olympic Swim School in Seattle, Washington, later to be called the Cascade Swim Club where he coached until 1972. He then coached at the Totem lakes Swim team in Kirkland, WA from 1973-76. Bob then moved to Ft. Lauderdale and coached for the private Pinecrest School from 1976-82. He returned to the Pacific Northwest, Lake Oswego, OR in 1982-1984

then settled with the Bellevue Swim Club from 1984-2000. He moved to Tucson, AZ and coached for the Jewish Community Center (JCC) from 2001-2004, and Bainbridge Island Swim Club (2004-2009) where he retired from coaching. Over the course of his coaching career, Bob Miller was honored as coach of the year in Washington, Florida and Oregon. In 1973, Bob received the coach of the year award from the American Swim Coaches Association (ASCA) and in 2011, Bob was inducted into the ASCA Hall of Fame for his lifelong success in coaching.

During his coaching career Bob also focused on his Masters swimming. His USMS swimming career started in 1972 with a lifetime achievement of 180 individual and 9 relay Top Ten awards. He also achieved All American honors status 17 years by placing first in an event nationwide from 1974 to 2015. His specialty was in backstroke events but he also swam the free and IM. He was awarded All Star honors in 2010 by placing first in the most events in that year. Over his USMS swim career, Bob has broken 17 USMS age group records. He was also featured in swimming magazine March-April edition 2006 in "Records tumble in 5K 10K postal championships."

RIP Bob! You were loved and will be missed!

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Mason, OH



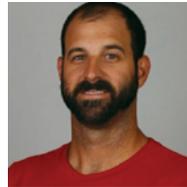
Bill Dorenkott
Term Ends: 2024
Head Coach
Ohio State University
Columbus, OH



Megan Oesting
Term Ends: 2023
Head Coach
Bend Swim Club
Bend, OR



Mitch Dalton
Term Ends: 2023
Women's Assistant Coach
University of Texas
Austin, TX



Braden Holloway
Term Ends: 2023
Head Coach
North Carolina State
Raleigh, NC



Doug Wharam
Term Ends: 2023
Associate Head Coach
Nashville Aquatic Club
Nashville, TN