



**Resources for Teams
Arizona Local Masters Swimming Committee**

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Resources for Teams

Arizona Local Masters Swimming Committee

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Resources for Teams

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Overview

This document lists resources for teams that they can use. It is not intended to be comprehensive or exclusive, rather it serves as a starting point that teams can use at their discretion. Over time, it will evolve and include additional resources and information.

The majority of resources listed in this guide are specific to Arizona. Some are nationwide companies but the focus is on local resources that can provide the services you need. Furthermore, special consideration has been given to swimmer-owned or swimmer-friendly companies that have worked with Arizona Local Masters Swim Committee (LMSC) in the past. Teams are encouraged to use the resources listed for this reason.

Submission Guidelines

If you have suggestions on how to make this list better, send your information to doug.adamavich@gmail.com for review. Include the category, company/resource, contact information, and reasons why it should be included. Submissions will be reviewed on a regular basis and included in updated revisions of this document. Note that submitting an entry will not guarantee its inclusion.

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Apparel

Have your team look like a team by wearing logo apparel items. This will increase the sense of camaraderie and team unity, plus they look good. You can also use apparel as a fundraising activity for your team.

- truWest www.truwest.com 714-895-2444
- Northstar Identity www.northstaridentity.com 480-518-4571
- Cafe Press www.cafepress.com
- Anton Sport www.anton sport.com 480-731-3144

Promotional Items

You can put your team logo on thousands of different items that can be used to market your team. These items are usually given away as a way of building awareness and establishing your brand.

- Northstar Identity www.northstaridentity.com 480-518-4571
- Bag Tags, Inc. www.bagtagsinc.com 847-424-1900

Banking

All teams need banking accounts to manage funds. You may also need additional services that retail banks offer.

- Wells Fargo www.wellsfargo.com

Banners

A great way to promote your team is through banners. These can be used at events where your team is present or at community events to build awareness in your team.

- truWest www.truwest.com 714-895-2444

Branding/Identity

Creating your brand identity is crucial to the success of your team. It will create an association with the values and identity your team represents.

- Jeremy Tuber www.jeremytuber.com 480-391-0704

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Website Design

Having a professional website is an important part of your team's identity. It should reflect your brand identity and contain necessary information about your team.

- Homepage Success Incorporated www.homepagesuccess.com 623-551-5757
- Jeremy Tuber www.jeremytuber.com 480-391-0704

Swimming Gear

All swimmers need suits and training gear. Many places will offer group discounts for team gear purchases.

- Triple Sports www.triplesports.com 480-994-1174
- Impact Sports www.teamimpactsports.com 800-644-4481

Phone services

Get a phone number where your team can get up to date information and leave messages. You can have these delivered to your email address instead of tying up your personal phone number.

- Voice Connect www.voiceconnectinc.com 877-367-8642

Web Services

If you need a website, email address, domain name, or other online service, you will need to a place to host them.

- GoDaddy www.godaddy.com
- Uzipa www.uzipa.com

Team and Event Management

Most administrative tasks can be automated and run online, saving you time, money, and frustration. You can also list events, handle signups, payments, and communication with an online service.

- Club Assistant www.clubassistant.com 818-303-3129

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Social Media Sites

One low-cost, high-impact method of disseminating information is through social media sites. These are particularly effective and popular with younger people.

- Yahoo www.yahoo.com
- Facebook www.facebook.com

Printing

From time to time your team will need to print and/or mail items. You will need a quality printer to produce these items for distribution.

- Alphagraphics www.alphagraphics.com
- Overnight Prints www.overnightprints.com

Publications

United States Masters Swimming (USMS) has produced materials related to membership development. These serve as additional sources of information and inspiration that can be used to grow your team.

- Building a Successful Masters Swim Club www.usms.org/admin/building.pdf

Websites

There are a few key swimming websites that you should bookmark and visit on a regular basis.

- USMS www.usms.org
- GoSwim www.goswim.tv

People

USMS has resources at the National level that are available to help. Each specializes in a different aspect of managing the administration of masters swimming.

- Mel Goldstein goldsteinmel@sbcglobal.net
- Ashley Gangloff agangloff@usms.org
- Tracy Grilli tracyswims@mindspring.com

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Successful Masters Programs

There are some notable masters programs that have been successful for many years.

- Indy SwimFit www.indyswimfit.com
- Irvine NOVA Aquatics www.novaquatics.com