VISAA Swimming Coach’s Meeting  
Meeting Minutes  
October 6, 2017

Board Members in Attendance:
Greg Guldin, Woodberry Forest, President  
Evan Stiles, St. Stephen’s/St. Agnes, Meet Coordinator  
Diane Maiese, Trinity Episcopal School/Collegiate/Steward, Diving Meet Coordinator  
Jeff Scott, Hampton Roads Academy, Eastern Representative  
Rod Montrie, Madeira School, Northern Representative  
Ashley Tremper, Trinity Episcopal, Central Representative  
Jeff Sullivan, Williamsburg Christian Academy, Webmaster  
Jim Koehr, Seton School, Secretary  
Shannon Fisher, Christchurch School, VISAA Liaison to Swimming and Diving  
Donna Satterwhite, VISAA

Officers not Present:  
Brad Connors, St. Anne’s-Belfield, Blue Ridge Representative  
Dick Kemper, VISAA President

Location:  
St. Christopher’s School, Richmond, VA

Agenda:  
1. Thanks to St. Christopher’s for hosting the meeting, again! (Gregory Guldin)  
2. Welcome to new coaches & ADs and round table introductions (Jim Koehr)  
3. VISAA Swimming & Diving Membership (Gregory Guldin)  
4. Recognition of VISAA Coaches (Gregory Guldin)  
5. Appointment of Ashley Tremper to Board (Gregory Guldin)  
6. Update on entry fee proposal (Gregory Guldin)  
7. Building relationships with media outlets (Mike Stott)  
8. Professional Development (Gregory Guldin)  
9. VISAA.org (Jeff Sullivan and Kerri Burekbuchler)  
10. VISAA Diving (Diane Maiese)  
   a. State qualification  
   b. Coaching standards  
11. Recommendations of subcommittee regarding voting for Coach of the Year (Committee Reps)  
12. State Meet 2018 (Evan Stiles)  
   a. Jeff Rouse Swim and Sport Center, February 16-17  
   b. Committees:  
      i. Hospitality – Potomac  
      ii. Officiating – Bill Gill?  
      iii. Entry Coordinator – Ginger Schmidt?  
      iv. Timing & Scoring  
      v. Senior Parade  
      vi. Concessions  
      vii. Awards  
      viii. Gate/Meet Marshals – RMC Events?  
      ix. Diving Coordinator – Diane Maiese?  
      x. Ready Room Coordinator  
      xi. Meet Announcer
xii. Live Streaming
xiii. Athletic Trainer
xiv. Meet Photography
xv. On-Deck Seating
xvi. Warm-up assignments
xvii. Meet Secretary
xviii. Media Coordinator

13. Other business
14. Next Meeting
   a. Friday, February 16, 2018 – Jeff Rouse Swim & Sport Center
15. Meeting adjournment
16. Board of Director’s Follow-up (Executive Committee and Regional Representatives)
   1. Communication is key
   2. Role of Regional Representative

Decisions/Conclusions:
A. VISAA Swimming & Diving Membership (Gregory Guldin)
   1. Ad Fontes, King Abdullah Academy no longer VISAA members
   2. The New Community School (Central) and Oaktree Academy (Eastern)

B. Recognition of VISAA Coaches (Gregory Guldin)
   1. Jeff Scott, Hampton Roads Academy – NISCA Robertson Award for winning five (5) State Championships
   2. Alice Philips, Trinity Episcopal School – 14 years of VISAA coaching
   3. Mike Stott, Collegiate School – 15 years of VISAA coaching
   4. Jay Leach, Norfolk Academy – 28 years of VISAA coaching, including many years as the VISAA Swimming President
   5. Nicole Kent – Fredericksburg Christian Academy

C. Appointment of Ashley Tremper to Board (Gregory Guldin)
   1. Central Region – Ashley Tremper, Trinity Episcopal School
   2. Northern Region – Rod Montrie, Madeira School
   3. Eastern Region – Jeff Scott, Hampton Roads Academy
   4. Blue Ridge Region – Brad Connors, St. Anne’s-Belfield

D. Update on entry fee proposal (Gregory Guldin)
   1. Two years ago, our committee proposed a way to finance the Meet to shift the burden for the cost of the meet from the parents who travel to attend (i.e. a very large gate fee) to an entry fee system that schools pay based on the entries.
      i. Our proposal included:
         1. Entry fees per event, relay and swimmer
         2. Event sponsorships
         3. A reduced gate fee
      ii. Our proposal was designed to fund the entire expense of the meet
   2. VISAA has accepted the proposal without lowering the gate fee.
   3. The new entry fees for the State Championship meet beginning in 2019:
      i. $6 per individual entry
      ii. $30 per relay entry
      iii. $5 per swimming
      iv. A $400 cap per VISAA member
   4. The gate fees for parents will remain at $10 per day per person with a $30 daily maximum
i. That means a family could pay $60, in addition to travel and multiple days of hotels

5. We were pleased to see that VISAA accepted our entry fee proposal, but we were very disappointed that VISAA did not use this source of funding to eliminate the exorbitant gate fee
   i. For most schools, parents will now be **double paying** because they will have to pay both the entry fee and the very high gate fee
   ii. Our meet last year used 120 volunteers who all paid for their own hotels and travel
      1. Volunteers include the VISAA Swimming Meet Hosts who have never charged for their services.
      2. Some of the coaches involved are actually volunteer coaches also.
   iii. The Gate fee has been contentious enough that we’ve had to hire a professional firm, RMC Events, to collect the fee.
      1. RMC Events cost VISAA 22% of the gate to collect it.
      2. These gate fees are far outside of the norm for large-scale swimming meets

6. We voted to maintain the Event Sponsorship program, but at a lower price
   i. Individual event sponsorships will cost $50
   ii. Relay event sponsorships will cost $100

E. **Building relationships with media outlets (Mike Stott)**

1. Mike gave an informative presentation on:
   i. How can we do a better job informing local media outlets what is happening in VISAA swimming?
   ii. Can we do a better job informing news outlets in the vicinity of our state meet? How do we locate those?
   iii. VISAA Media Contacts
      1. sports@dailypress.com, sports@farmvillehearld.com, sports@acnpapers.com, bcates@newsadvance.com, sports@pilotonline.com, virginiapreps@aol.com, jami.frankenberry@pilotonline.com, ekolenich@timesdispatch.com, Robert.anderson@roanoke.com, sports@freelancestar.com, bart@scrimmageplay.com, gabe.hiatt@washpost.com, hss@washpost.com, gabe@frankenberry.com, jmalmgren@timespapers.com, bkapurdbk@gmail.com, sports@suffolknewsherald.com, sports@nvdaily.com, steve.stewart@tidewaternews.com, sports@registerbee.com, titus.mohler@suffolknewsherald.com, esimmons@dnronline.com, jhart@ap.org, coachsupport@maxpreps.com, ethompson@maxpreps.com

2. Mike’s key insights:
   i. We need to look in the mirror if we want better coverage for our swimmers
      1. All coaches should know their local sports reporter
   ii. The easier you make it for them, the more likely your team will be covered
      1. Many of us actually write it for them or post write-ups on our web sites so that reports can easily get information and quotes.
   iii. NISCA Membership provides an opportunity generate newsworthy items
      1. An example is Academic All-America.
      2. We all have Varsity Letter winners with 3.75 GPAs
   iv. If this is important to us, we can make it happen.

F. **Professional Development (Gregory Guldin)**

1. ASCA/NISCA/USA Swimming/American Red Cross
   i. ASCA recently had their World conference in Washington, DC
      1. That conference included ASCA Level 2 Stroke Construction course
      2. Mike Stott also gave two presentations there
G. VISAA.org (Jeff Sullivan and Kerri Burckbuchler)
1. New on the website
   i. Jeff Sullivan has been working to improve the swimming section of the site
   ii. He recently added a Google calendar function for swim meets on VISAA.org
2. Top-16 reporting
   i. Kerri Burckbuchler did a great job last year and will continue to this season also
   ii. A few ways that we could all help her:
      1. Meet hosts should send TM Results files to Kerri, not Meet Manager backups
      2. It would be helpful if meet hosts would include a list of VISAA schools in the
         meet along with the results so that Kerri knows when she needs to exclude a
         public school
      3. If we have special meets, like an alumni meet, we need to tell Kerri if a top
         swimmer needs to be excluded
      4. We need to make sure that all meet hosts send results by Sunday night
      5. Kerri published a list of identification codes that all schools should be using in the
         Team Manager software
   iii. Kerri will report:
      1. After the 2nd weekend in December
      2. Then every week after the 2nd weekend in January

H. VISAA Diving (Diane Maiese)
1. We were thankful that Diane stepped up to run the diving competition last year
   i. We have not had the same expectations for diving as we’ve had for swimming, so we are
      very pleased that Diane is willing to step up to help improve the competition
2. Qualification Standards for Diving
   i. Currently, there is no real qualification standard for diving.
   ii. We need to ensure that all divers entered into the meet are actually capable of performing
      11 dives safely.
   iii. Diane proposed the following qualification standards:
      1. A diver must have successfully performed 11 different dives during the season
      2. Last meeting, we adopted a motion to require a qualifying dive score of 200 points
         for an eleven (11) dive program performed during the current season, expecting all
         divers at the state meet to have competed in an 11-dive meet during the current
         season
         - Because there was not enough representation of diving coaches in that
           decision, we decided to negate that motion and leave the discussion to the
           Meet Coordinators
   iv. Diane felt strongly that a portion of the Finals for diving occur at night while all of the
       swimmers are there.
      1. She proposed that the final eight (8) divers perform their final three (3) dives at
         night
      2. The Meet Coordinators will decide if this is possible
   v. There continues to be concern about using the Diving Coaches as the officials
      1. The only way to get professional judges is to pay them, which we have never done
         before.
      2. If we start paying diving officials, we would break a long-time precedent that
         officials in swimming are volunteers.

I. Recommendations of subcommittee regarding voting for Coach of the Year (Committee Reps)
1. A subcommittee met in advance of today’s meeting
2. Ashley Tremper reported on the committee’s conclusions:
i. The Coach of the Year award is Mission-based, not just performance-based
   2. So the award is not a Coach of the Meet award
ii. When each coach submits their State Meet entries, they will also submit up to two
    nominations for Coach of the Year
iii. Nominations will be separate for Division I and Division II this year
iv. A Ballot will be created for Division I and II based on the list of nominations
    1. The highest number of nominations from each Region will get on the ballot
    2. One other coach who received a next highest number of nominations (i.e. the
       Wildcard)
v. Our VISAA Liaison, Shannon Fisher, will be an independent person to tabulate and
   announce results
   1. Coach of the Year ballots will be due before Saturday’s Finals
3. With two opposing votes, the committee voted to implement this proposal for the 2018 State
   Championship and then re-evaluate how it worked at the May coaches meeting.

J. State Meet 2018 (Jeff Rouse Swim and Sport Center, February 16-17)
1. Our Meet Coordinator is Evan Stiles from St. Stephen’s/St. Agnes.
   i. Thank you Evan!
2. The State Championship meet for both 2018 and 2019 will be at the new Jeff Rouse Swim and
   Sport Center in Stafford, VA with whom we now have a two-year contract
   i. The meets will be on Friday and Saturday, February 16-17, 2018 and February 15-16,
      2019.
   ii. The pool is a Olympic sized pool with:
       1. A good location off of I-95 near the center of the State
       2. Plenty of deck space and a separate gymnasium for swimmers
       3. Plenty of continuous warm-up/warm-down space
       4. Seating and parking for 800 spectators
   iii. Seating and deck space will definitely be tighter than in the past at Christiansburg
3. Committee Chairpeople:
   i. Hospitality – Potomac
   ii. Officiating – Bill Gill, Norfolk Academy
   iii. Entry Coordinator – Ginger Schmidt, Trinity Christian
   iv. Timing & Scoring –
   v. Senior Parade – Michele Tuttle
   vi. Concessions, Jeff Rouse Swim and Sport Center
   vii. Awards – Rod Montrie, Madiera
   viii. Gate/Meet Marshals – RMC Events or Jeff Rouse Swim and Sport
   ix. Diving Coordinator – Diane Maiese
   x. Ready Room Coordinator – Kerri Burckbuchler, St. Margaret’s School
   xi. Meet Announcer –
   xii. Live Streaming –
   xiii. Athletic Trainer –
   xiv. Meet Photography – Joe Sites, Trinity Episcopal
   xv. On-Deck Seating – Evan Stiles, St. St. Stephen’s/St. Agnes
   xvi. Warm-up Assignments –
   xvii. Meet Secretary –
   xviii. Media Coordinator –
   xix. Swimming Supply Vendor – Sport Fair, Gary Ramsey
4. Meet Qualification standards
i. We approved the following updated repeatable methodology for our qualification standards.

1. Our targets remained at 32 swimmers per individual event and 28 entries per relay event
   - If there were not enough swimmers entered, we will add the following percentages to the most recent qualifying time:
     i. Add 1% if there were 27 to 31 swimmers
     ii. Add 2% if there were 21 to 26 swimmers
     iii. Add 3% if there were 20 or less swimmers
   - If there were more swimmers than the target, we will subtract the following percentages
     i. No change for up to 40 entries (up to one more heat)
     ii. Subtract 1% if there were 40 to 46 swimmers
     iii. Subtract 2% if there were more than 46 swimmers
     iv. Subtract 3% if there were over 50 swimmers

2. For 50 and 100 Free only, we use this methodology
   - We will take the 3 year average of the 32nd place time
   - We will add .5 seconds to the 50 Free and .75 seconds to the 100 Free

3. The following qualification times were unanimously approved:

**VISAA State Swimming and Diving Championship Qualifying Standards - '17-'18 Season**

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<thead>
<tr>
<th>Women</th>
<th>Events</th>
<th>Men</th>
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<tbody>
<tr>
<td>Short-Course Yards</td>
<td>Short-Course Meters</td>
<td>Events</td>
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<tr>
<td>2:15.36</td>
<td>2:30.25</td>
<td><strong>200 Medley Relay</strong></td>
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<tr>
<td>2:13.44</td>
<td>2:28.12</td>
<td><strong>200 Free</strong></td>
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<td>2:33.97</td>
<td>2:50.91</td>
<td><strong>200 L.M.</strong></td>
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<tr>
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<td>30.31</td>
<td><strong>50 Free</strong></td>
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<td>32.53</td>
<td><strong>50 Free - Bonus</strong></td>
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<td><strong>Diving (11 Dive Score)</strong></td>
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<td>TBD</td>
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<td>1:16.43</td>
<td><strong>100 Fly</strong></td>
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<td>1:05.88</td>
<td><strong>100 Free</strong></td>
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<td>5:23.54</td>
<td><strong>500 (400 m) Free</strong></td>
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<td>2:11.57</td>
<td><strong>200 Free Relay</strong></td>
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<tr>
<td>1:08.21</td>
<td>1:15.71</td>
<td><strong>100 Back</strong></td>
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<tr>
<td>1:18.72</td>
<td>1:27.38</td>
<td><strong>100 Breast</strong></td>
</tr>
<tr>
<td>4:38.24</td>
<td>5:08.85</td>
<td><strong>400 Free Relay</strong></td>
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K. State-Wide Meets for Next Season

1. **Woodberry Forest Relay Carnival – Saturday, December 2, 2017** at Woodberry Forest School
   a. Tentative start time at 1:30 p.m.
   b. Contact Coach Greg Guldin at gregory_guldin@woodberry.org

2. **Fork Union Diving Invitational – Friday, December 8th, 2017** at Fork Union Military Academy
   a. Contact Jon Larson at larsonj@fuma.org

3. **Northern Virginia Catholic High School Invitational Championship – Saturday, January 13th, 2018** at the Freedom Center in Manassas, VA
   a. Open to all Catholic High Schools in the northern half of Virginia
   b. Contact Coach Jim Koehr at Coach@KoehrFamily.com

4. **Tiger Diving Invitational – Saturday, January 20, 2018** at Woodberry Forest School
   a. Contact Coach Greg Guldin at gregory_guldin@woodberry.org

5. **Seton Junior Varsity Invitational – Saturday, January 27th, 2018** at the Warrenton Aquatic and Recreation Center in Warrenton, VA. First warm-up at 3:00 pm.
a. Open to swimmers grades 6 – 9 as well as older swimmers who do not normally score in varsity competition.
b. Contact Coach Jim Koehr at Coach@KoehrFamily.com

6. VISAA Division II Invitational – Saturday, February 3rd, 2017 at the Freedom Center in Manassas, VA
   a. Open to all VISAA Division II schools
   b. Championship meet environment with medals in each event plus team trophies
   c. Up to 4 entries per individual event per team
   d. Contact Coach Jim Koehr at Coach@KoehrFamily.com

7. Prelims/Finals Last Chance Meet – Saturday, February 10, 2018 at Woodberry Forest School
   a. Contact Coach Greg Guldin at gregory_guldin@woodberry.org

8. VISAA State Swimming and Diving Championships – Friday and Saturday, February 16-17, 2018 at the Jeff Rouse Swim and Sport Center, Stafford, VA
   a. Per our updated By-Laws, the final meet announcement will be posted by 6:00 p.m. on the 2nd Monday in January.

**Actions:**

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<th>What</th>
<th>Who</th>
<th>When</th>
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**Next Meeting:**

Friday, February 16, 2018 at Jeff Rouse Swim & Sport Center after Prelims