

Unofficial News via Mark@Rauterkus.com

From the 2021 WPIAL SWIM CHAMPIONSHIPS

Dear Fellow WPIAL Coaches, Swimmers and Pennsylvania's Swim Community:

Thanks for all the help with the "show prep" in advance of the meet. Hope you enjoy the broadcasts thanks to TribLIVE High School Sports Network.

All can watch this meet's livestream and replay on the internet without charge into the future. Prior meets from past years are still there too. Plus, for a charge, you can get a USB thumb drive, for safe keeping and faster review. When you place an order, they mail it to you.

The meet's 2021 broadcasting sponsor is the International Swim Coaches Association.

I've been a volunteer webmaster there for more than a year. Allow me to share the backstory with this healthy, conflict-of-interest.

When the prior WPIAL broadcasting sponsor declined for 2021, due to the economy, with the help of the GM at the TribLive HSSN, we've created a special sales package for the WPIAL audience.



Few western PA coaches are members of ISCA. We aim to change this fact.

- 1) *Everyone knows that coaching enrichment and coaching education plays a giant role in this sport.*
- 2) *This year proved to deliver many coaching changes within our ranks.*
- 3) *Quarantines provide time for internal, self-paced, study concerning science and swimming.*
- 4) *Clever, creative coaching gifts are always welcome.*

Our BOGO-Plus offer:

Rather than an individual paying \$75 for an annual ISCA membership, our 2021 commercial message at the WPIAL meet, asks for a \$75 investment to include ALL the members of your team's / club's / district's coaching staff. All coaches associated with the program gets their own annual memberships. The head, assistants, MS, JV, diving, volunteer, club, water polo and age-group coaches can all join ISCA as long as one person makes the \$75 investment. If associated with the one program -- then include them.

Buy One Get the Whole Staff Included!

So you know, all the money from the first wave of sales for joining ISCA goes to support the ongoing, live broadcasting efforts of TribLIVE's HSSN. After dozens of teams make the purchase, then the remaining funds are split with ISCA and TribLive HSSN.

My goal is to get 50+ teams signed up for ISCA. And lets get each team pushing to get 10 individuals included with their staff education opportunities and ISCA Membership.

Buy now --> <https://sowl.co/bdTzaJ>

The benefit of the ISCA Membership, beyond showing economic support for the HSSN broadcasting, comes with access to the Global Library for ISCA Members. ISCA's greatly expanded, completely-overhauled, learning-management system is packed with more than 200 lessons and topics. Entire training books are stuffed in the library. It is a massive value. We've just added webinars about the tired athletes and anemia, exercising in heat, mental health for athletes. Join, and you'll get to read and study great, timeless content from Tacoma's Dick Hannula, one of the nation's legendary high school coaches.

Furthermore, I'd love to get you and the others on your staff your own ISCA Memberships – as a gift from a booster. Let's make the end-of-season coaching gift include an ISCA Membership in 2021.

Additionally, what if an ISCA membership purchase came as a token of appreciation and a thank you from your Athletic Director for all the work you've been doing for the students, especially this season. Joining ISCA is a professional development expense. Athletic departments might have available funds in the budgets as we had fewer meets, fewer officials, and few bus transportation charges this season. Let's get the school A.D.s to fund the \$75 investment. We need to ask. Get the A.D. to make the purchase and then let's leverage the learning throughout your staff. Including assistants and volunteer coaches can level up their education, enrichment and confidence.

In an ideal world, your boosters get your staff a membership, plus your AD gets you included too! Thirdly, coaches can invest the \$75 yourself. When that happens, we'll extend the membership and you'll be signed up for ISCA for years to come.

The Global Library for ISCA Members is a rich, growing resource. By summer, we expect it to double in size. New content partners are now piping new lesson to ISCA. In October, ISCA is hosting a new type of virtual clinic that has a focus on infographics.

This is an exclusive for PA swim programs. When the \$75 sales transaction is completed, a download link to a PDF comes with the receipt and it includes a coupon code can be passed out on paper or as an email attachment to the coaches in your program. So, the donors or A.D.s that make the purchase do NOT need to know names nor emails of all the coaches on your staff. Once a coach gets the coupon code, then that coach can share it internally with others – even those you hire later in the year.

This is a great time to join ISCA and sign up for the ISCA newsletter.

Thanks for all you do in our communities. Buy now button:

<https://sowl.co/bdTzaJ>

Let me know if I can help in any way. Learn more about ISCA at

Mark Rauterkus,

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Executive Director of SKWIM USA, a 501(c)(3), SKWIM.us
The Pittsburgh Project - swim coach and head lifeguard
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Pittsburgh Combined Water Polo Team & Renegades (Masters)
Broadcaster at WPIAL Championships with TribLIVE High School Sports Network
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Lifeguard recruitment begins!

New Lifeguard certification classes and Aquatics Test are coming from Allegheny County. All new information for 2021 has been updated on the website.

Please reach out to Coach Merci if you have any questions.

<https://alleghenycounty.us/parks/careers/lifeguard-positions.aspx>