

Fall Club & Coach Clinic
Saturday, October 6, 2012 at El Camino College

***The Business of Swimming and
The Coaching Profession***

11:30-Noon Registration and Check In

Noon-6:00 Business Lunch: The Coaching Professional
Keynote Speaker: Frank Busch, USA Swimming
National Team Director

Nuts & Bolts of Your Business Community
Steve Cushman, Retiring President Santa Barbara
Region Chamber of Commerce
John Bitter, CEO Santa Clara Swim Club

Marketing, Internet and Social Media for Your Club
Matt Farrell, USA Swimming Chief Marketing Officer

CLBMS 201
Tom Avischious, USA Swimming Field Services
Director

Clubs attending this clinic (must sign in for lunch and must sign out at end of CLBMS 201) will receive credit for the 2013-2016 Quad CLBMS requirement for Club Recognition and Club Excellence.

Expectations for the business lunch include appropriate dress (slacks, polo/sport shirt, shoes not flaps)

Fee: \$50 for head coach OR for head coach PLUS board president/member (2 for 1)
\$30 for additional coaches if NO board member attends
\$20 for additional coaches and board members if president attends

Received by deadline Monday, October 1.
Late fee = Double

REGISTRATION 2012 FALL CLUB & COACH CLINIC

Club Name: _____

Head Coach: _____

President or Board Member: _____

Additional Coaches & Board Members:

E-mail for Head Coach: _____

E-mail for Club President: _____

FEE: _____ \$50 for Head Coach or Head Coach + Club President

_____ \$30 additional coaches if no board member

_____ \$20 additional coaches & board members.

Total Enclosed: _____

<p>Mail to: Southern California Swimming PO Box 30530 Santa Barbara, CA 93130-0530</p>

RECEIVED BY DEADLINE: MONDAY, OCTOBER 1, 2012
Fees double for late registration