

Partners



Stephanie Ganey Photography

U.S. Masters Swimming is fortunate to have great corporate partners. Some companies come and go; others have supported us for years. We're grateful beyond measure for our partners—as a nonprofit membership association, we depend upon their support to offer more and better benefits to our members.

Sponsorship goes beyond writing USMS a check and getting ad space in *SWIMMER* magazine. Partners also provide products for special initiatives. Speedo gives hand paddles to coaches in Level 1 and 2 certification. FINIS provides coaches with several of their unique products, as well as donates directly to the Swimming Saves Lives Foundation. Aqua Sphere has given fins to coaches in certification classes. SwimOutlet.com created an entire line of USMS-branded products and donates goggles to Swimming Saves Lives Foundation grant recipients.

Our competitive members are familiar with nutrition partner P2Life, which provides samples of their products on deck at our national events. At those same events, personal product partners TRISWIM and Malibu C have stocked the locker rooms with chlorine-removal shampoos, conditioners, and lotions—much to the delight of swimmers—who are grateful for one less thing to pack.

Agon, Nationwide Insurance, and Malibu C have provided generous gifts and convention supplies for volunteers at our annual meeting. TYR and Speedo have provided polo shirts and hats for officials and staff at national events. And anyone who participated in Go the Distance between 2010 and 2014 received prizes from Nike for just meeting their mileage goals. If you've competed in a pool event since 2011, Active Network has made it easier for your results to be posted to our Top 10 database. And every year for the past five years, Colorado Timing Systems has donated four digital pace clocks to USMS clubs.

Most of our partners also provide discounts to USMS members. New partners this year, Rudy Project, XX2i Optics, and dryrobe, are offering discounts for USMS members, with special pricing for coaches. Also new this year, open water adventure company SwimTrek will be offering expanded trip options in North America. Nationwide Insurance offers a member discount on auto insurance—who among us doesn't need that? And Endless Pools helped Indiana University with a custom pool for research purposes.

So, as well as ads in *SWIMMER* and exposure to our members at events, what do our partners get from us (besides our immense gratitude!)?

We try to find creative, sensible ways to connect you, our members, to our partners. We do this with targeted promotions and offers on products you're likely already interested in. Each issue of our eNewsletter *STREAMLINES* contains an advertorial—an article researched and written by a partner on a swimming topic that concludes with how a particular product might be of interest to you.

How do they know you might be interested? Many owners and employees at our partner companies are swimmers, triathletes, and USMS members themselves. They aren't just trying to sell products: They're living and working in the aquatics world with the same passion for performance, quality, and the excitement of seeing others succeed—whether that success is learning to swim for the first time or breaking a world record—as we have. And that makes for a beautiful partnership.

So the next time you're considering a purchase, please consider supporting these companies that make it possible for us to fulfill our mission of promoting health, wellness, fitness, and competition for adults through swimming.

>>> A full list of our current partners can be found under the "About Us" tab on the home page at usms.org.

Laura Hamel, Editor-in-Chief

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ON THE COVER

Peter H. Bick's aerial image of the warm-up pool at the 2012 Summer Nationals in Omaha, with one empty lane, reminded us that if you've taken a hiatus, either by choice or circumstance, there's always a lane waiting for you when you return. Linda Brown-Kuhn consults some experts for advice for returning swimmers in our cover story on page 30.

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» » Two partner products you can't live without:

TYR Alliance backpack and Speedo drag suit

FINIS Alignment kickboard, Malibu C

Speedo "The One" backpack, dryrobe change robe

Aqua Sphere Focus snorkel, Speedo Vanquisher goggles

TYR Racetech goggles and EBP Burner fins

Speedo Vanquisher 2.0 mirrored goggles, TYR Pull Float

Agon custom flip flops, Aqua Sphere K180 goggles

Rudy Project bike helmet, TRISWIM TRISLIDE

P2Life EnduroBoost supplements