

# CollegeSwimming Camps

December 21, 2009

Dear Coach:

I hope you are having both a great short course and great holiday season. We're in the middle of finals this week so I'm scrambling to get ready for our training trip to Arizona State, while also catching up on recruiting and camps.

This summer, after eight years under the Total Performance Swim Camp banner, we're excited to introduce [CollegeSwimming.com Camps](http://CollegeSwimming.com). We'll continue to build on our proud reputation of a challenging, yet fun camp experience. With CollegeSwimming.com Camps, we're going to be able to go further several new initiatives, many of them with you – the coach – in mind. They include:

- **Soliciting your input** to identify each swimmers' needs;
- Offering your swimmers **appropriate yet challenging workouts** that ensure they return home fitter, more excited, and having addressed their weakness;
- Gaining USS-approval for our camp time trial so that you **can use best times** achieved at camp (over 60% of last year's campers achieved best times at camp); and
- **Providing coaches feedback** on their swimmers' progress along with above and underwater **video that you can use**.

Basically, we're trying to break the camp mold by **working WITH coaches**. We want you to feel comfortable knowing your kids WILL improve, and we want to do one more thing – **put money back in your pocket**. When was the last time you heard that from a swim camp?

We've created at **Preferred Camp Program** to reward teams whose swimmers attend one of our camps. When you sign up and make CollegeSwimming Camps your recommended swim camp, **we will give back to your team. For each swimmer that attends, we'll contribute \$25 to your team**. If more than a dozen attend, we'll contribute \$50 back. Twenty swimmers could cover almost half the cost of that new Power Rack, or airfare and meals to take an assistant to ASCA. All we ask is that you mention CollegeSwimming Camps as your Preferred Camp on your website and (if applicable) team newsletter.

To take advantage of the opportunity, mail or fax the attached form back by **January 31<sup>st</sup>**. If you have any questions, don't hesitate to call me. I'm proud of the reputation our camps have earned over the past eight years here at Carthage. Now, with [CollegeSwimming.com](http://CollegeSwimming.com), I'm excited to have the resources and flexibility to do even more. As always, if there is anything more we can do for you, don't hesitate to ask.

Swimcerely and have a great holiday season!



Greg Gearhart  
Men's Swimming Coach  
262-551-6192 / gearhart@carthage.edu