



## **A MESSAGE FROM THE GENERAL MANAGER**

January 29, 2020

Change brings opportunity. -Nido Quebin

Depending upon your perspective, there is either a lot of change or a lot of opportunity coming to the Boulder Elks Swim Team program in 2020. We would like to take a moment to highlight why we believe that it's both.

In August, we began working on some ideas we felt would benefit the families involved with the BEST program. As our ideas began to develop and take shape, it became clear that having a more defined organizational structure was the first place we would begin. I accepted the role of General Manager in an effort to spearhead change and progress for the Elks Swim Team.

One of my primary responsibilities is to spend time both listening and taking action to facilitate ideas that can improve the BEST program. To that end, I want all of you involved in the program to feel free to contact me and talk about your ideas, concerns, compliments and complaints. We will be working throughout the season to expand our frequency and level of communication both personally, electronically and via social media. We will be talking to you, feel free to talk to us!

And one of the ways we will be getting information to you will be through our new website, Facebook and Instagram pages. Our new website will be up and running just in time for 2020 Swim Team Registration, which begins on Monday, February 3.

To bring everyone up to speed, former BEST Head Coach Emily Sampl stepped down from her position in mid-December to pursue other personal and professional interests. We are forever indebted to Emily for the hard work and devotion she gave the Elks program for so many years. With her resignation, the Elks were presented an opportunity to develop and move the team forward with a bold and aggressive move. So we took our shot...

I am pleased to announce the hiring of Amy Brophy as Director of Coaching; a new position within the program that puts Amy at the top of our developmental pyramid, training all of the coaches inside the program.

Amy's bio will be available on the new website, but rest assured her reputation and success at both the high school and club levels, precedes her. Amy will be developing a training program and protocols for all age-groups, working directly with the perspective coaches, and implementing a philosophy and culture that moves the Elks forward into the new decade.

We are also welcoming Taylor Schmidt into the BEST fold as our new Head Coach. A Boulder native, Taylor has been swimming and coaching for nearly 20 years, most recently as an age-group coach with the Mesa Swim Team. Additional information regarding Taylor will be posted on the website shortly, but I consider the program to be in a position to make immediate strides forward.

What is most exciting about the hiring of both of these coaches is that there is a shared ideology and philosophy between the three of us regarding the balance of technical training, athlete motivation, fun and encouragement. We have an opportunity before us to do great things now and well into the future.

We will be hiring staff over the next few weeks, finalizing our Committee Chairs and Volunteer schedules, as well as announcing new initiatives, fundraising objectives and facility upgrades. We are also looking at the practice schedule and debuting plans for our very new and improved awards banquet.

There's a lot going on, and it all starts with our Registration Wrangle and our first Off Season Training Session on Sunday, February 9. Let us help you with your Registration questions and get your young swimmers into the water to meet some of the coaches and get things moving!

We'll be in touch with all of you again this weekend with more details including our website release announcement! And if you know of any families who might be interested in the BEST program for the upcoming Summer, please feel free to send this information along!

See you in the sunshine...

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