

Meeting with Bruce W. of Rockford

1. Mark's philosophy

- 1. cooperation most important
 - 1. get project managers, project leaders to do the dirty work
 - I'll organize the larger picture
 - together we can put together a working solution
 - no single project can make ends meet
 - 2. My strength is not in designs of specific programs
 - 3. My strength is in education, writings, planning, ideas.
 - 4. My strength of dedication, persistance
 - 5. My strength of swimming knowledge
 - technical
 - administrative process
 - mid-west personalities
 - problems at hand in today's aquatics community
 - 6. My strength of communications
 - magazine
 - bulletin board
 - 7. My growing strength of training and experience in computer field
 - selling on campus to new markets
 - selling at shows
 - selling alternative programs
 - dealings with manufactures
 - 8. advisory board
- 2. grass-roots approach
 - 1. swimming in the states are divided
 - 2. I want each person to handle their own intellegence
 - 3. I want to go to all aspects of swimming, bigger than USS
 - high school
 - age group leagues
 - summer leauges
 - colleges
 - USS
 - national level least of worries

2. Mark's working ideas

- 1. Writings
 - 1. Exercise Encyclopedia
 - Exercise numbers

muscle groups and specific muscles
exercise type
endurance
flexibility
agility
power
speed
balance

2. The Game of Life

everyday hero, role models
tours of different careers as young adults
look at sport tips from different professionals as adults
Colin as aerospace engineer
Mary Lee as pediatrician
Chick as front desk manager
Nabih as computer salesperson, small business owner
Artist
Teacher
Nurse

3. Who's Who in American Aquatics

published every four years, between Olympics
listings are free
listings taken from the syndicate data base
books sold only in advance copies
professional photographed contract
hard-cover version only
short biographical information from:
makes a profession at the pool
full-time administrators
athletes
collegiate competitors
team record holders
team captains
honored by recommendation by their listed coach

4. The Best of Times, (short course & long course) Anthology

published twice each year

September includes

Senior Nationals

- Junior Nationals East & West
 - Sports Festival
 - Zones
 - High School All-American List
 - World Rankings
 - state by state results
 - team standings
 - state records
 - Spring includes
 - NCAA's I, II, III, NAIA
 - High School results by state
 - Senior Nationals
 - Junior Nationals
 - All-star Age group meets
 - yard rankings
 - state by state results
 - team standings
 - state records
- 5. The Stretchies Handbook, Surgical Tubing
 - by Mick Nelson of Danville
 - picture book, activity book
 - written with a Physical Therapist
 - for swimmers shoulder, sports specific rehab and also general consumer use
- 6. Swimming Book by Bill Wadley, Michigan State University
 - How to swim better
 - good techniques for younger swimmers
 - fundamentals of teaching and coaching
- 7. Dave Thomas workout book
 - a specific practice plan for the senior swimmer
 - a seasonal approach to coaching your team
- 8. Age Group Swimming Around the World
 - forward by Mary T. Meagher
 - Sociology survey
 - Department Chairperson, Eric Wagner, at Ohio University
 - Articles on 11 year old swimmers from around the world
 - pre-olympic deadline and distribution of 10,000
 - color cover!

2. Swimming Support Syndicate

1. Programs, one by one

Tom Taylor's programs 1 Bos Mro - H Tek

team manager

meet manager

com-link between team manager and meet manager

timing interface between timing computer (Omega, Kyroscope, etc and meet manager computer)

swim training, by Thurlow Parks with Lotus spread-sheets

Biomechanics programs

Hunter College

Ernie Maglischo

Team Fees from Charlie Hodson

Data Base III program already working with great personal history

USS programs from Dr. Troup

pending board approval

bleak outlook

problem area for American swimming development
workouts

log of practices, workout samples

master plan

Hyper-Card for ASCA Clinic

Prepare a major presentation, self-taught on computers!

By the Swimming Support Syndicate

Introduction and how to use this educational demonstration

What is Stack-ware

Who is Mark Rauterkus

company philosophy

personal background

future projects

Computers in general

IBM and Clones

Macintosh

Apple

Modems and Bulletin Boards

communication programs and sample modems

Great States Swimming News Magazine

what is desktop publishing and how we take advantage of it
Hy-Tek History

put faith in our programmers and experts

Other Computer Programs which are available

short reviews of the programs now available
software development

Applications

Lactate Profiles

cruise intervals

Anaerobic Threshold

Biomechanics

Administration

Team Manager

Meet Manager

Com Link

Team Fees

Performance Bond

Etc.

Performance Bond

menus

degree of difficulty

calander dates

teams able to customize the forms

printing handbooks for the individual swimmers

coach's due-date book

Kenyon College Programs

Team Administration Program/Book

Sample teams for survey/study

Small Private Pool Owner and Operator

Danville

Large Private Pool Owner and Operator

Cincinnati Pepsi Marlins

Community Park District/Recreation

PAWW

SUSA

Monter YMCA

Naperville YMCA

Small YMCA

Evanston

Peoria

Leaning Tower

Private Club at a University

Harvard/Bernal's Gators

Pitt/Pittsburgh Aquatic Club

Summer Club

Horror Stories

Issues for Team Administration Book

Budgets

pool rental

workplace, office

payroll

Assistant Coaches

Meet schedules

Meet behaviors and policies for swimmers & coaches

team practices, formats

sponsorships and politics

parent booster groups

team communications

External communications and media

social activities

drylands

swimmer recognition

motivation for swimmers

coaches personality

small quirks, because that is the way the coach wants it

brand of leadership

some team history

Mark's Master Plan for Age Group Swimmers

Mick Nelson's P.M.T.

done as a template on Excel for Macintosh

already being perfected on PFS First Choice

full seasonal and year by year program with necessary tools

handouts, rewards, awards included in the whole scheme

Instructional and educational programs with user interactions

written by myself including contingency contracts i.e.

The Illustrated Swimmer
on deck coaching check-list
seasonal best times and performance review by coach to
individual swimmers on team
computer interfaced work-stations & weight training
University of California at Berkley and U. of Michigan
training intensity from K-cals consumed
Ball State's Human Performance Lab and B.S.U. swim team
Peak Performance Programs already designed
Bob Gillette, Arizona Coach with special tools
stroke rate, pace in a race
Swim Logic
private program already developed in the eastern US
private lesson organized for objective feedback

2. The programs in complete packages to associations
 - hard sell to the administrators
 - sell the success of working programs
 - sell the low cost
 - sell the high benefits
 - sell the sureness and ultimate program that is here today
 - use of the syndicate
 - use of complete educational planning

3. The National Swim Network
 - use by G.T.E. Telenet
 - small exposure but for long term planning
 - USS program is already developed but with little use
 - In House Use of the B.B.S.
 - use 100 meg. drive
 - free calls in pre-release version, study till May
 - major areas of use of bulletin board

listing articles
readers to write their own articles
who's who data base
personal mailbox for important people
workout exchange
recruiting news
team challenges
turn to outside sponsors for 1-800 number
tried with Kiefer Associates, not successful yet
turned to Speedo America, with local sports shop to stock
suits in demand
split into two systems, with toll-free numbers
toll free for contributors
toll free for customers who want to buy something
toll free for meet directors
toll free for new membership, short sample
toll free for news media who contribute
possibility of splitting the system into a host in each state
use bernulli box for weekly data transfers easily

3. Mark's long term projects

1. swimming magazine expansion
 - Pacific Northwest Tides
 - East Coast Swimming News
 - Southern States Swimming News
 - Rocky Mountain Swimming News
2. computers in coaching, other sports
3. team administration projects
 - newsletters
 - budgets
 - project planners
 - mailing list, mail merge, record keeping

4. Clear Focus of what Mark wants to do in the weeks ahead

1. develop the projects with cooperation with experts
2. prepare the sales materials to associations
3. prepare the educational materials to coaches
4. continue my training
 - special software for presentations
 - special communications software

5. begin the syndicate b.b.s.
6. start writing specialized magazine verstions
stretchies
with other writers
7. Get the catalog comitments for summer release
8. advisory board for summer syndicate to news services in order

3. Mark's Master plan, as of Fall 1987

1. I must be flexible
2. Can draw up rigid plans if needed
3. most of what I want to accomplish is not up to me, cooperative nature
4. show the numbers of the plan
 1. profits come with the whole parts all start to make a bit of money
 2. become the world leading expert
 3. snowball effect with all the projects helping each other

4. Possible outcomes of the meetings with Dick Deal of Swim World

1. No formal agreement, just a sharing of ideas
 1. Mark makes the presentations of his programs.
 2. Mark suggests some alternaives for involvement.
 3. Dick Deal offers his judgements and ideas.
 4. Nothing is resolved at this time for any on-going venture.
2. Some projects are pick-up by Swimming World
 1. Presentation and idea sharing.
 2. Swimming World selects some specific projects for their own.
 3. We negotiate a "Kill Fee" and the respective projects become Swimming World's.
3. Cooperation Agreement between Swimming World and the Syndicate
 1. Presentation, idea sharing then agreements for mutual support
Promotion, publicity, advertising, subscriptions, are a few of the among the
4. Mark is contracted to manage some projects for Swimming World
 1. Presentation, idea sharing, negotiations.
 2. Swimming World contracts with Mark for specific projects.
5. Swimming World hires Mark for full or part-time employment
 1. Mark is hired with a new job title, responsibilities and salary.
 2. The specifics of the new position are too wide-open to speculate
6. Swimming World invests in the Syndicate and becomes a partial owner
 1. Ownership percentage pending investment in time and total money and profit management

5. Questions for Bruce

1. his marketing ideas
2. his background ideas, what has been done to date
 1. what reports does he hope to develop?
 - top times in the nation
 - best times updated daily
 - statistical comparisons
 - data base of developmental stages for norms, etc.
 - seems to want to franchise the ideas
 2. Important cash flow questions
 - profits back to the coaching association
 - how will he live?
 - what type of charges are going to be paid by the teams?
3. point out areas of difficulties as I see them
4. find areas where we can work together
5. draw up some type of time-table for actions together
 1. project development with Hy-tek
 - don't re-create the wheel
 - use the meet manager
 - use the team manager
 - use the com-link
 - draw reports from these functions which already exist
 2. BBS network
 3. proposal assistance
 4. meetings and presentation support together
 - I'd love to go to Canada/Australia/Europe too

