



Masters Swimming  
Maîtres Nageurs  
CANADA

# NEWSLETTER SPRING 2018

## A MESSAGE FROM THE PRESIDENT

I am proud to be a part of the Masters Swimming community, and I've been having fun acting as your President. Your Board is amazing and engaged, and cares deeply about our membership. Swimming is a sport that is inclusive from the youngest to the most mature and everything in between. How can you not love it?

Masters Swimming Canada (MSC) is a member of a wide-ranging Masters aquatics community and, with your continued help, will continue to grow. International, MSC, Provincial and other Masters organizations across Canada are joining together so we can all have fun and grow. We are working hard on several exciting initiatives, including our new partnership with Triathlon Ontario and the new Masters Coaching Module. SNC has extended the deadline for Masters coaches to have accreditation, to coincide with the launch of MSC's new module.

Being a part of one sophisticated registration system ensures that all the swimming organizations are aligned. This open and growing alliance enhances operational efficiency, allows us to support each other, and facilitates the sharing of resources and ideas. We will do our best to keep moving forward for all of you, endeavoring to bring you better services and communication. We recently finished a session with Zoomer Magazine that featured a swimmer who represents the fight for personal achievement in our sport. Make sure you pick up the magazine.

I'd like to make a comment about Ontario. This is the first year Swim Ontario (SO-M) has been in operation and they have been working diligently for the Masters community. The Swim Ontario board and Masters operating committee care about masters swimming, and are working hard to provide quality programs and services for fitness and competitive swimmers in Ontario, including specialty clinics, meets and programs. We thank them for stepping up to the plate, and for their dedication to Masters Swimming.

Your Board appreciates that we need to constantly improve communications with our members and strategic partners. We believe that will help inspire, support and grow adult swimming. Communicating with you about our Masters programs, services, competitions, other events, and membership benefits are all part and parcel of that. We continue to appreciate the ongoing input and support we have received from the Canadian Masters Swimming community. As always, we are open to input, so please feel free to reach out to us with your thoughts and questions at [doughannum@mastersswimming.ca](mailto:doughannum@mastersswimming.ca).

It's all about fun and fitness.

Best to all,

**Ralph M. Ades**  
President,  
Masters Swimming Canada



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### 2018 NATIONALS

Everyone has been working hard and now is the time to see the results of all your efforts. Calgary Masters Swim Club has been working hard, too. We are getting ready to give a big Western welcome to swimmers from all over Canada and the US at the Canadian Masters Swimming Championships on May 19 - 21.

If you have already registered, great. If not, there is no time like the present. CMSC has tried to make it as easy as possible for you to get here. After you complete your registration at the Masters Swimming Canada website (Nationals Home Page), browse around and find travel and hotel deals and keep an eye out for the merchandise that will be available for purchase soon.

So ... come to Calgary, meet old friends and make new ones, all while swimming fast times in the shadows of the Rocky Mountains.

#### **Rob Harris**

National Committee Chair,  
Calgary Masters Swim Club

### A MESSAGE FROM THE ED

The countdown has begun for the 2018 Nationals in Calgary. We are very excited about bringing the event West (see the article from Rob Harris, Chair of the Organizing Committee). We are also excited about our partnerships. Joining All Tides is MySwimPro and Triswim, and they all have articles in this newsletter. These partnerships are all about our members and our constant drive to provide you with value.

I share Ralph's excitement about the development of the Masters Coaching Module. This has been a long time coming and will help clubs and members alike; stay tuned for more information in the Fall.

We are currently working with Deloitte on the update of our Strategic Plan. This is an important process, as it will help shape the priorities for the organization for years to come. We appreciate the valuable support of the Deloitte team; their professionalism and expertise will make us stronger.

We have also partnered with Triathlon Ontario to cross-promote our activities. This pilot is designed to inform Triathletes about the value of Masters Swimming and the benefit from coaching. Our plan is to expand the initiative to Quebec and BC in the not-too-distant future.

I hope to see you in Calgary.

Enjoy this edition of the newsletter & have a great swim!

#### **Doug Hannum**

Executive Director,  
Masters Swimming Canada  
doughannum@masterswimming.ca

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## A NEW PARTNERSHIP WITH SBR SPORTS INC.

SBR SPORTS INC is pleased to announce its partnership with MASTERS SWIMMING CANADA! SBR SPORTS INC, better known as the manufacturer of TRISWIM CHLORINE | SALT WATER REMOVING HAIR & BODY CARE, TRISLIDE & SKINSLICK'S CONTINUOUS SPRAY SKIN LUBRICANT (helps ease entries in tech suits & wetsuits in under 1 minute), FOGGIES ANTI-FOG CLEANING TOWELETTES, and DERMASPORT FACIAL SKIN CARE, is owned and operated by Karen Allard.



Chlorine | Salt Water Out Hair & Skin Care

A former triathlete and USAT coach who specialized in swim, Allard worked closely with one of the top leading cosmetic chemists in the world to specifically formulate its first brand TRISWIM. Out of a need to find a salon quality hair and skin care product that would successfully remove, Chlorine, Salt Water and Bromine (found in hot tubs), while helping to rebuild damaged hair and skin with mega Vitamins, Aloe Vera, and Proteins, TRISWIM was launched in 2004 and has remained the top rated "swimmers hair and body care" in its class for all ages of swimmers.



Branding the products under the name SBR SPORTS, athletes know that they are receiving products that have been carefully thought out and produced using the highest quality of ingredients while keeping the products affordable for all to enjoy.



SBR SPORTS products can be found globally. PODIUM IMPORTS ([www.podiumimports.ca](http://www.podiumimports.ca)) handles all Canadian distribution for the products and has worked closely with SBR SPORTS INC. for over 10 years now. From USA to Canada, Mexico, Europe, Russia, Middle-East, Asia, Australia and New Zealand, athletes all over the world have access to products that will "keep them comfortable, while keeping them active!"

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### ALL TIDES

All Tides is behind you

We and our clientele share a mutual passion—swimming! Our online boutique, [alltides.com](http://alltides.com), is operated by swimmers, for swimmers. Which means we know exactly how much training is behind that step up onto the starting block at swim meets.

With the Canadian Masters Swimming Championships only a few weeks away, we would like to take this opportunity to wish you good luck: may your hard work pay off at the stopwatch!



**ONLINE SWIMSHOP**

### MYSWIMPRO

Last month, Masters Swimming Canada announced its partnership with MySwimPro, the #1 training app used by swimmers in 150 different countries.

Members get an exclusive 20% off a Premium subscription which includes personalized swim workouts, 6, 8, & 12-week training plans, and videos to help with training and technique.

The app is available on iPhone, Android, Apple Watch, WearOS, Fitbit and Garmin, and you can try it for free for 7 days!

Click [here](#) to get started.

**20% OFF CODE: MASTERSCANADA20%OFF**



### NOTABLE DATES

#### PROVINCIALS

Quebec - April 20-22  
PEPS, Laval University, Ste-Foy

BC - April 27-29  
Watermania, Richmond

Ontario - May 4-6  
East Bayfield Recreation  
Centre, Barrie

### NEW MERCHANDISE FOR SALE

MSC has updated some of its merchandise and will be launching these items at Nationals ... including new t-shirts and polos in charcoal gray, and a new large-logo beach towel!

We continue to offer the popular full-zip hoodies, latex and silicone swim caps, and ball caps.

Items can be purchased on-site at Nationals (cash, VISA, MC, Amex accepted) or ordered online via the MSC Store following the meet.

