

OCEANUS CONSULTING, INC.

“Know yourself and adapt yourself to new ways...” [Oceanus to Prometheus]

Dear Club Administrator/Coach,

Competitive swimming occupies a big part of your life. Local children depend on you to provide a service that helps them grow a myriad of ways. Several people in your organization earn significant income from it. Volunteers provide invaluable services in club administration and meet conduct, to name a few. Sponsoring entities provide facilities and equipment. All these stakeholders, with the needs and insights and interest they bring, should insure your club's sustainability, right?

If only it were that simple. While conflict is a natural and acceptable part of any organization's involvement, why do you hear of swim teams suffering from irreconcilable 'blowouts' every time you're at a meet? How come it often happens in spite of the kids' performance in the pool?

The culprit is not always singular or obvious. Competitive swimming clubs have become big business enterprises the last twenty years. Part-time Head Coaches and small facility rental bills are the exception rather than the norm. Volunteer pools are much thinner, as Mom now works full-time. Sponsoring organization administrators are driven by profit, and must balance multiple programming constituencies within limited pool space. In short, competitive swim club administration is no longer an avocation; it demands full-time attention, with sophisticated business solutions to successfully address the short, mid and long-term hurdles that invariably appear and often recur.

Oceanus Consulting, Incorporated is the only practice known to specifically diagnose problems and formulate business solutions for youth competitive swimming clubs, all from a neutral third party perspective. Our general and specialized expertise extends across all business functions within the context of competitive swimming, with the express goal of helping your club eliminate all business-side weaknesses. Further, our unique background permits us to understand the connections business decisions have with sport operations/'wet side', without interfering with the Coaching Staff's oversight of training regimens and competition planning. Assisting a club in erecting a business structure and underlying practices that reduce or eliminate operating risks, permitting the club to stand on the merits of its in-water performances, is our goal.

Oceanus Consulting can provide retainer-based advisement to your club on either a generalized or project basis. More information is available by contact us by either telephone (781-316-2557), e-mail (mail@oceanus-consulting.com) or by reviewing our website (<http://www.oceanus-consulting.com>).

We're confident Oceanus Consulting can help minimize the business risks inherent to your swim club. Contact us at your convenience, and let us know how we can help.

Sincerely,

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Partner and Managing Director

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