



May 22, 2020

Governor Hogan  
Via Email

Dear Governor Hogan,

The purpose of this letter is to:

- (1) Educate our State and Local Governments about what we do as Aquatic Professionals (athletic training and swim instruction).
- (2) Help you understand how we differ from recreational swimming (public/community pools).
- (3) Ask that you reconsider the current regulation that does not differentiate between Aquatic Professional activities/facilities and leisure swimming activities/facilities in relation to opening pools.

As professional Swim Coaches and Swim School Instructors we feel we have been miscategorized with public recreational swimming which puts us at risk as small businesses.

Athletic training and swim instruction for over 500,000 individual citizens across the country have existing protocols and standards and are conducted safely and effectively. (See Attachment A)

We understand the need to control the spread of any pathogen and with the help of USA Swimming and the United States Swim School Association (USSSA), guidelines have been developed to make sure we maintain social distancing and hygiene for all of our young swimmers, coaches and instructors.

The current regulations and limitations that have been placed upon our profession are also exposing personnel to dangers. According to USSSA data, the drowning rate has increased since the onset of this pandemic. People are gravitating to other bodies of water that are not monitored, not regulated and unsafe in many cases. Swim schools and competitive swim teams are categorized as non-essential which is a judgement call that we would like to discuss. Without a strong National Program focused on swim instruction and aquatic safety, the country risks losing more children and adults to needless drowning. Our recommended solution is to expand and accelerate our current programming to educate the American public.

United States Aquatic Professionals are consistently rated the best in the world when it comes to competitive swimming. We validate that claim every year and especially every 4 years at the Olympic Games. We currently have over 3,000 USA Swimming Clubs<sup>1</sup> nationwide and that does not include college teams. That number is going to decrease significantly if we cannot resume our profession. Most of our clubs are NOT in the water and have not been for over two months. Many of these clubs are small businesses and cannot survive under the current restrictions. One of the many variables that makes us the best is our diversity and multitude of ideas that come from all of the teams combined as a unit.<sup>2</sup>

As small business owners that operate over 3,000 USA Swimming Clubs and over 5,000 "learn to swim" businesses across the country, we need your help communicating to our governors, local officials and health departments that we are professional Swim Coaches, Swim Instructors and Pool Operators that will mandate and maintain the guidance from the Center for Disease Control (CDC) to ensure the spread of this virus is controlled. We have seen some states for example start to allow practice for these young athletes and we ask that Virginia and Maryland do the same. North Carolina, our immediate neighbor to the south, opened swimming pools today (at 50% capacity).

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<sup>1</sup> 2020 USA Swimming Clubs: 2,941; 2019 USA Swimming Clubs: 3,108

<sup>2</sup> USAS Club Standard Operating Procedures Example

All of our coaches are trained in first aid and safety training through the Red Cross and can respond appropriately to any emergency that occurs on deck.

We have attached the protocols that USA Swimming and the United States Swim School Association have released on the reopening of pools. We are happy to discuss this and our future plans on the phone. Our strategy will not only help our young local children learn to swim but also our Olympic Athletes that are working to prepare for the Olympic Trials in June of 2021 in Omaha and the 2021 Olympic Games in Tokyo.

Thank you for your consideration and thank you for making a difference!

**Daniel Jacobs, II**

Head Coach/ Chief Operations Officer  
Machine Aquatics Brands

**Paris Jacobs**

Chief Executive Officer- Machine Aquatics Brands  
Chief Operations Officer- American Swim Coaches Association

**Tom Ugast**

Chief Executive Officer  
Nations Capital Swim Club

**Cindy Tonnesen**

Co-Founder SwimKids Swim Schools  
Founder/ Chair- Hope Floats Foundation

**Dave Tonnesen**

Co-Founder SwimKids Swim Schools  
Stealth Swim Team

CC:

Attachments:

- A USA Swimming COVID- 19 Guidelines
- B United States Swim School Association- COVID 19 Guidelines
- C Team Safety Operational Plan

Signatory

Lindsey Hillier Chief Executive Officer Lynnhaven Dive Center & Swim School	Mary Kerr President Aquatic Adventures Swim School
Melissa McGarvey National Aquatics Director for the British Swim Schools Franchise	Teresa Meike Pluskaitis Owner SNOW Swimming
David Arluck CEO Fitter Faster Tour	