



## Head Coach Norm Wright



This is our first bimonthly newsletter of the 2022-2023 season. A lot of things have been happening at NOVA and I am excited to share them with you. I appreciate your patience as we have been navigating this important time in NOVA's history and I look forward to sending you weekly updates on the happenings around NOVA!

NOVA has been evolving and adapting since my arrival in 2019. NOVA has taken on things that we would have never imagined. We safely navigated a worldwide pandemic, completed the opening of our Regency facility, and celebrated the retirement of our founder Geoff Brown. If that wasn't eventful enough our Lessons

Director, Lisa Brown, and Executive Director, Ann McGee also retired over the summer. Very noteworthy events to say the least!

## Organization Update

NOVA was built by an exceptional team of people, including coaches, staff, and volunteers that were able to overcome unprecedented challenges. As we continue to blaze a trail into the future, we have added the help of an outside consultant to our resources.

Over the summer the Board and staff started working with Renata Porter, a youth swimming business consultant. Renata was brought in to help the staff and I solidify a vision statement for the future. Working closely with Renata, the staff and I developed a new Vision Statement built out of our NOVA values and behaviors.





## VISION STATEMENT

Growing a community through  
aquatics excellence, opportunities,  
and inNOVation



### Accountability

- Be present
- Finish the job
- Respect the rules
- Own your actions

### Success

- Set and work towards goals
- Be consistent in your actions
- Perform to your highest ability

### Growth

- Get comfortable being uncomfortable
- Embrace the process
- Understand failure
- Exercise independence

### Sportsmanship

- Be kind
- Be humble in victory, gracious in defeat
- Don't be the gravity in the room



### Unity

- Take care of each other
- Celebrate individual value
- We before me
- #OneNOVA





Renata Porter is passionate about helping coaches and swim clubs navigate their way to success. She has coached countless people to achieve their goals by helping them reduce the noise and shifting their focus to what adds value

- Specialist in helping clients take an intentional and impactful approach to how they lead
- Expert in leading groups for optimal performance
- Proudly engages in a No Theory No Fluff practice. If it doesn't move you towards action and results, it's not worth considering
- Has an absolute passion for helping others succeed



## Organization Update continued...

The staff was involved in every aspect of creating these Vision, Values, and Behaviors. We are still wrapping up our work with Renata and she will continue to be a resource for NOVA as we implement this vision over the next year.

## NOVA Program Coordinators

Using the information gathered over the past three years, and with the opening of our Regency facility, there is an evolving need to now embed structural communication pathways in NOVA's competitive team and organization. With our amazing lead coaches communicating directly to three Program Coordinators NOVA will be able to increase the rate of productivity and cohesiveness over our two facilities. This new approach has been developing since the Head Coach succession plan which began back in 2019. With the insight of NOVA's coaches, feedback from the current staff, and input from outside consultation, the following Program Coordinator positions are now in place.



#### Novice Program Coordinator– Laurel Reid

Reports directly to the Head Coach. Oversight of Novice Bronze, Novice Silver, Novice Gold, and pre-team programming. Maintains the coaches schedule and ensures coverage for all practices and swim meets. Communicates recommendations for moving swimmers from Novice to the Age Group program. Works closely with summer leagues and their teams to distribute NOVA information and evaluation dates and times. Oversight of weekend clinics, stroke school, and any post lessons transition to the competitive team.



#### Age Group Program Coordinator- MC Banks

Reports directly to the Head Coach. Oversight of Age Group Development and Age Group competitive team programming. Including AGDB, AGDS, AGDG, AGB, AGS, AGG including the lead coaches and their assistance. Organizes AG coaches' meetings and practice planning for collaboration and consistency throughout the programs. Works with lead coaches to organize swimmers for move ups within the AGD and AG programs. Collaborates with the Senior Program Coordinator to recommend placement of swimmers into the Senior groups. Helps to build a competitive meet schedule for the AG programs, both home and away.



*Coach MC – National Age Group Coach of the Year*

#### Senior Program Coordinator – Mike Wenert

Reports directly to the Head Coach. Coordinating of the Senior Development and Senior programs within the competitive team. Oversight of move ups and retentions of swimmers from the AG program to the SD program and into the Senior program. Mentor members on college swimming options and processes. Makes sure there is a progressive plan in place for swimmers to have continual goal setting and achievements from age 13-18 years. Works with the Senior Elite coach to prepare swimmers for the national level and beyond. Oversight of the senior training schedule while organizing pool configurations with a synergistic approach to NOVA's senior programming.





## NOVA Fundraising

NOVA families have an annual fundraising obligation. These funds are factored into the annual operating budget. Our first fundraiser, The Virginia Diner Peanut Sale was a huge success. Upcoming fundraisers include Giving Tuesday and our annual Swim A Thon. Restaurant fundraisers such as Pizza Express, MOD Pizza and Chipotle do not count towards your family's fundraising obligation, but we are grateful for the strong NOVA support of our community restaurants and thank them for helping NOVA.

## SWIMNOVA Lessons

Learning to swim is a critical life skill. It is important for children of all ages to know basic swimming skills and water safety. NOVA runs perhaps the largest "learn-to-swim" program in the Richmond area. Each year, we teach over 6,000 lessons to children ages three and up.

This fall, Lessons Director Leslie Wenert, and her staff, have successfully navigated the largest fall lessons registration in NOVA history! SwimNOVA continues to register new swimmers daily as we add classes and move swimmers onto the team.

Along with a booming SwimNOVA lessons, this fall the lessons staff simultaneously doubled its involvement with Henrico Country School Lessons providing instruction to more than 1,100 local 2nd graders.

This fall, Leslie has added to her already amazing lessons staff by hiring three full time lessons employees to help with the additional opportunities in the learn to swim program. [Staff Biographies here](#)





## 2022 Upcoming Events

The NOVA meets and events schedule can be found on our [website](#) and is regularly updated as events are added and meet information becomes available. Individual group events are specifically communicated in weekly emails. If you have not already done so, please make sure you are signed up for SMS texting through the website for up to the hour communication when needed.

14-under MAAGCS- November 4-6  
CGBD Veterans Day Invite- November 11-13  
NOVA South Feeding Frenzy- November 11-13  
WAC Invitational- November 11-13  
Bass Invitational- November 18-20  
swimMAC Invitational- November 19-20  
757 Grand Illusion- December 2-4  
NOVA December Dip- December 2-4  
SPEEDO Winter Juniors- December 7-10  
H2okie Christmas Champs- December 9-11  
CGBD Christmas Champs- December 9-11  
NOVA Senior Distance Day- December 15  
Star Triad Invitational- December 16-18



VIRGINIA  
**swimshop**

As most of you have completed your fall equipment purchases, please remember to support NOVA by shopping for suits, goggles, and apparel at the [Swim Shops](#) located at both Gayton and Regency facilities. NOVA is a SPEEDO sponsored team, and we encourage everyone to purchase speedo equipment and apparel whenever possible.



## USA Swimming Club Excellence – GOLD MEDAL

**NOVA has been named a 2023 Gold Medal & Podium Club. NOVA ranked 7<sup>th</sup> out of more than 3100 clubs nationwide. Congratulations NOVA!!!**

The program recognizes USA Swimming's highest-performing clubs in the development of athletes ages 18 years and younger on an annual basis. In a new addition to last year, eligible athlete performances include both pool and open water swims. Now in its 22nd year, this program recognizes USA Swimming member clubs for their commitment to athlete performance and excellence. The primary objectives of the program are to recognize and promote:

- The development of strong, well-rounded age group and senior swimming programs that produce elite 18 & under athletes;
- Resources to motivate and assist USA Swimming member clubs to achieve the highest athlete performance ideals;
- Grant funding; and
- The USA Swimming club development system as an integral part in achieving excellence in the sport.

In conjunction with the USA Swimming Club Excellence program, USA Swimming is honoring 10 clubs as 2023 Podium Clubs. To qualify for Podium Club, a USA Swimming member club must achieve Gold Medal club status for four-consecutive years. Congratulations to NOVA for being recognized this year as a Podium Club!



## Swim Meet Results

NOVA has competed in five swim meets in the month of October. Your lead coaches have been sending out meet results in the weekly emails following swim meets. This provides the opportunity for your coaches to address improvements, outside of time drops, and to tailor the conversation specific to the group's needs.

The swim meets have already shown amazing results as you can review on the following pages.

- We have 156 brand new swimmers at NOVA competing in their first USA Swim meets!
- NOVA has improved in the National Age Group Motivational Time Standard (TSI)
- **Attached files include: TSI and Season Top Times Reports as of 11/1/22**
  - NOVA October Kick Off
  - 757swim IMX Kickoff
  - WAC Start Off Classic
  - NOVA Halloween Haunt
  - NOVA Senior Classic

## 2022 Virginia Swimming- Coaches of the Year

Early in September, Virginia swimming held their annual LSC awards banquet. NOVA Age Group Coaches were awarded 2022 Age Group Coaches of the Year. We are blessed to have such amazing coaches at NOVA! The complete list of [coaches and their bios](#) are listed on our website.



## NOVA Social Media

Please follow NOVA on social media for daily information and NOVA content from swim meets and special events. If you have content to you would like to submit, please email all pictures and videos to [socialmedia@novaswim.org](mailto:socialmedia@novaswim.org)



## Scholastic All-America

NOVA is proud of our accomplishment in the pool but also in the classroom. NOVA had 16 swimmers earn Scholastic All-America recognition, 6<sup>th</sup> most in the county. Swimmers must be in 9-12<sup>th</sup> grade, have a GPA of 3.5, and have a Winter Junior National qualifying time. Congratulations to all the NOVA swimmers that excel in both the classroom and the pool!