

Dear North Coast Parents,

Welcome back to another season with NCA! My staff is excited to kick off another great year with your swimmers and build on the momentum and many successes of this past year.

On behalf of my tremendous NCA staff, I am committed to implementing my vision to each and every NCA swimmer in order to achieve their own personal success from our entry level swimmers who are just starting with NCA to our senior athletes competing for college scholarships.

This back to swim letter affords me the opportunity to reflect back on this past year and highlight the many accomplishments of our NCA swimmers and introduce some exciting news for our upcoming swim year. This is also a milestone year for me personally as I enter the 40th season of directing the program I established back in 1979.

Here are some of the highlights of this past year:

NCA Senior Program: It was a breakthrough year for our Senior 1 swimmers under the leadership of Head Senior Coach Mickey Murad. NCA sent a record number of over 50 senior swimmers to the High School CIF Championships this past May and also a record number of 30 senior swimmers to the Spring Sectional Championships in March. NCA seniors Ben Huffman and Libby Gilbert broke San Diego-Imperial records and NCA sent 9 swimmers to the Summer Junior Nationals in Irvine California scoring points for the first time since 2011. Highlights included the NCA contingent of Mia Ryan, Greta Fanta, Lindsey Turner and Libby Gilbert shattering the San Diego-Imperial 800 Free Relay record with their 6th place finish. Libby also placed 17th in the 200 backstroke. NCA followed up their Junior National success by winning the Senior Regional Championships in Huntington Beach California by an overwhelming margin of victory. Led by Coach Mickey and Head Senior 2 Coach Kristyn Deckard, this competition featured 40 of our top Senior 1 and Senior 2 swimmers who raced to numerous best times and top 8 finishes. Additional highlights of this past year included Noelle Harvey being selected to the USA Swimming Regional Zone Camp and NCA sending 8 Senior 1 swimmers off to swim in college this Fall. They include Kalie Novosedliak (U of Florida), Ian Molloy (George Washington U), McKayla Sanchez (Denver U), Mia Thomas (Northeastern U), Anna Stephan (Eastern Michigan U), Brady Rawers (Virginia Military Institute), Jonathan Hupfeld (Oberlin College), and Mia Ryan (San Diego State U).

NCA also added a Fall senior retreat for the first time ever, both Senior 1 and Senior 2 swimmers traveled to Colorado Springs in January to train at the Olympic Training Center and our Senior 2 swimmers travelled to Oregon this summer with Coach Kristyn for our first ever Senior 2 training camp. "The senior staff is very excited about the direction of our senior program from both a culture and performance standpoint. The age group staff is doing an incredible job getting these student athletes excited about swimming and it is carrying over into the senior program. I look forward to success in and out of the pool as we prepare for the 2018-19 season and I can't wait to get started!" Coach Mickey

NCA 14-under Age Group Program: Under the incredible leadership of Coach Rob Mackle and Coach Kristyn Evans and their age group staff, the 14-under program also enjoyed tremendous success this past swim year. I was most proud of our swimmers who competed for 4 days at this summer's Junior Olympic Championships in one of the closest team races in recent history. NCA finished 3rd in the team race without 46 of our top senior swimmers who were held out of the JO's this year to prepare for regional and national championships. To highlight how strong a meet this was for our age group program, our 14-under swimmers outscored the rest of the 14-under swimmers by over a thousand points. The future is bright for NCA! Coach Kristyn was picked to coach the Western Zone Championship team for the second year in a row and was accompanied by 11 NCA swimmers, a record number of NCA swimmers qualifying for this prestigious championship. Highlights included Amy Zhang breaking the 11-12 girls 100 backstroke Zone record and part of the record breaking 400 Medley relay and 14 year old Lucius Brown winning the 13-14 boys 50 free. At every level of our age group program from our entry level 10-unders competing in their first green meet to our more experienced age group swimmers competing for JO titles and Western Zone selections, the NCA value wheel is alive and thriving!

Other age group highlights: We continue to see early age group development with our NCA team mission: "to develop student athletes with great character". We believe our NCA swimmers are improving in the classroom and pool, teamwork and friendships are growing daily. NCA coaches have seen our swimmers grow and learn valuable life lessons as part of the NCA commitment to workouts, training and competitions. We had great success with our competition schedule, including the ZAP IMX meet, WAG Championships, The AZ Duals (travel trip), Short Course Junior Olympics, and a strong 3rd place finish at the SWAGeR Championships. **After our long course season results, NCA is ranked 20th nationally in the virtual club standings, one of the highest rankings in the history of our program!**

Age Group Structures and Changes. The goal of this rebranding was to clarify the steps each swimmer should take as they move throughout the program. With the input of the entire staff, the Age Group program is structured in a way that is clearer and more defined to help parents and swimmers understand the expectations of each level. NCA is still very committed to our age group development structure, but we are making some improvements and changes this new season. We strongly believe that swimmers of the same age should train together and develop strong friendships and bonds. We do want to see development and progression with our age groups and with the different focus of our Gold/Silver/Bronze groups.

We have changed our NCA Age Groups to:

10 and Under Gold (5-Day M-F)

10 and Under Silver (3-Day MWF or T THF)

10 and Under Bronze (3-Day MWF or TTHF) for newer and younger swimmers.

<https://ncaswim.com/programs/10u/>

11-12 Gold (5-Day + Sat)
11-12 Silver (3-Day MWF or TTHF)
11-12 Bronze (3 Day MWF or TTHF) for newer swimmers
<https://ncaswim.com/programs/11-12/>

13-14 Gold (6-Day M-F + Sat)
13-14 Silver (3-Day MWF or TTHF)
13-14 Bronze (3-Day MWF or TTHF) for newer swimmers
<https://ncaswim.com/programs/13-14/>

These group structures have a progression path that will help swimmers progress with their attitude effort and focus. Daily coaching of these groups will help all swimmers develop at the earliest and appropriate times.

Here are some other highlights and accomplishments of this past swim year:

Sectionals: NCA hosted the Speedo California Sectional Championships for the 2nd year in a row this past March in Carlsbad. This event is the most prestigious event to ever be held in San Diego county and drew nearly 800 of the top high school swimmers from all over the states of California and Nevada. It took a village to pull off a championship of this scope and I am grateful to our membership for your outpouring of support to make this event so successful. NCA generated over \$12,000.00 in profits from this event that was added to the annual registration budget to support our swimmers. Due to the success of this event, NCA was granted the award to host the 2019 Sectionals as well. Great job NCA parents!

Annual Registration Budget: We just completed the 2nd year of the restructure of our registration budget and I am proud to announce that with the addition of the Sectional profits, this budget exceeded \$90,000.00 to directly benefit every level of our program. In the spirit of transparency I would like to highlight several programs that were directly funded by our registration budget this past year:

- Travel: Full subsidy for coaches and partial subsidy for managers and swimmers who competed in out of town travel competitions.
- NCA technical assistance programs: Full subsidy for Green meets and Saturday Superstars and partial subsidy for Saturday Office Hours and swimmers invited to participate at SwimLabs.
- Incentives: Full subsidy for age group and senior awards presentations, team morale building (hammers, championship swag, decals) pizza parties, beach outings, movies and other team building activities.
- Senior Dryland Program: Partial subsidy of outside dryland coaches and full subsidy for dryland equipment also utilized by age group program
- Officials and Team Managers: Full subsidy for USA Swimming Membership and background checks.

- Coaches Education: Full subsidy for coaches to attend regional and national camps and clinics.

In the second year of our annual registration budget, no additional fundraising has been required or asked of our membership and every level of our program has benefited from this registration budget.

North Coast Aquatics Boosters: We have completed our first year with a restructured Boosters organization. By managing our registration budget through the swim club instead of the Boosters this has allowed for the Boosters organization to have a more singular purpose: to provide financial support to families experiencing financial hardship, administer the Kay Pentz Scholarship, and create partnerships with our local business community to generate additional funding sources for these efforts.

This year's Boosters organization subsidized \$3000.00 in training fees for families experiencing financial hardship and awarded scholarship grants of \$9000.00 to 11 NCA graduating seniors and NCA college swimmers thru the Kay Pentz Scholarship Fund. These deserving athletes included:

- Kalie Novosedliak
- Ian Molloy
- Mia Thomas
- Mia Ryan
- Anna Stephan
- JJ Choi
- Jordan Payne
- Julee Keenan-Rivers
- Jessica Pentlarge
- Lorenzo DeLeon

The Kay Pentz Scholarship was created in 1997 and generated over \$200,000 in scholarship grants to date. NCA is one of the only swim teams in the United States to provide this incredible benefit to our swimmers. We will however lose one of our key Boosters board member this Fall, Dave Pelling. Dave has been instrumental in the establishment of our retooled Boosters organization as Treasurer and will be truly missed. With Daves absence I am recruiting 1-2 new board members from our current NCA membership and am specifically looking for a parent with corporate/community fundraising experience or a parent from the educational community. If you are interested in serving on our Boosters board, contact me directly @ coachjeff@ncaswim.com.

Our New Team Store: I am excited to announce that North Coast has entered into an agreement with Swim West of Encinitas as our new team store this year. This is an incredible win for us to have owners of Swim West who we have had previous established relationships with and will bring a higher level of service to assist our families with their swimmer's apparel and equipment needs. We are encouraging all our NCA families to utilize SwimWest for NCA Speedo and training gear.

Their Encinitas location is at : 120 Encinitas Blvd, Encinitas Ca 92024. Contact info: (760) 635-8556 and link to our NCA online store: <https://www.swimwestus.com/collections/north-coast-aquatics> or you can contact SwimWest representative Chris Huxley @ huxley44@gmail.com

Our first on deck fitting dates: JCC: Tues Sept 4th: 4:30-7pm & AN: Wed Sept 5th: 4:30-7pm

This season we are committed to look and train as a NCA Speedo team. And are requiring that all NCA swimmers purchase and wear their NCA team suit for practices and swim meets. This policy is consistent with most other major teams in this country and we simply want to act as one team and train as one team. Our signature NCA green cap and coordinating team suits will unite us as a stronger team. In addition, our total commitment to our Speedo brand enhances our relationship with Speedo and gives us significant financial benefits to our team needs. **Were you aware that Speedo provides us with \$15,000 annually in free apparel for team and meet support? In addition, SwimWest will donate 5% of all team sales, online and in store to our Boosters organization.**

Our NCA Spirit "4" pack is also ready to order. This includes 1 blue hoodie sweatshirt, 2 green NCA t-shirts, and 1 grey NCA t-shirt. All 4 items are value-priced for \$60. Here is your [Order form](#). Orders must be collected by September 21st and will be delivered in early October.

Fall Promotions and Staffing: Entering this season, I am excited to announce that I am bringing back the majority of my coaching staff. In addition I have hired new coaches to support my current staff and have made important staff reassignments and promotions. Here is how our sites will look this Fall:

Alga Norte: Head Senior Coach, Mickey Murad, and Head Age Group Coach, Rob Mackle have assembled an all-star staff to coach your swimmers this Fall. Mickey will again be assisted by Senior 2 lead coach and Senior I assistant coach Kristyn Deckard. They form a great coaching team and will again direct one of the strongest senior programs in the history of NCA.

One of our biggest moves I am excited about is to bring Coach Kristyn Evans up to Carlsbad and Alga Norte to direct the 11-12 and 13-14 groups with Coach Rob. In the last 4 years they have forged an incredible bond to compliment each others coaching style and will make a profound impact on our age group program. I am also bringing newcomer, Ethan Atteberry, who interned with us this summer, to assist with the 11-12 groups and 11-14 groups as well. Another important move I made this fall is the consolidation of our 10-under coaching staff under the leadership of Coach Eva Pold and Coach Neily Mathias. With the addition of Coach Kristyn to the staff at Alga Norte this frees up Eva and Neily to only focus on the development and growth of our 10-under program. This move will reap major dividend for years to come. Coach Hailee and Coach Violet will also return to the deck this fall to supplement our Alga coaching needs.

JCC: Another of my major moves this Fall is the promotion of Coach Dylan Crooks to the permanent position of leading our JCC age group program. This is a significant career advancement for Dylan and one that will make an immediate positive impact on our JCC age group swimmers. Dylan will oversee every aspect of the JCC program and will be assisted by our newest hire, Katie Ross, who will direct the 10-under and 11-14 groups. Katie was part of a national search that we conducted this summer and will be relocating to San Diego from Baltimore Maryland, where she is a 2017 graduate of the U of Maryland. Coach Dylan and Coach Katie will form a powerful coaching team and are both very excited to get the season started.

Carlsbad Boys & Girls Club: Coach Hannah Hawker assisted by Coach Sophie White will return this Fall to coach our swimmers at the Boys & Girls Club. Under Coach Hannah's direction she has created one of our most productive feeder programs preparing her swimmers for advancement to Alga Norte. I am excited to have both coaches back with NCA this Fall!

San Marcos: With the departure of Danielle Newton, Coach Johanna DeLeon has accepted the position to coach our restructured San Marcos site. With additional pool time granted to NCA, San Marcos has the potential to grow significantly and will be in great hands under Coach Johanna's direction.

Pacific Highlands: Coach Derron Yu will return to coach our groups at Pacific Highlands and has grown this program significantly under his direction.

Important Dates to Remember: I have included below important dates to save including our kick off open houses next week:

Alga Norte Open House: Tuesday August 29th 6-7pm (all SM and BG Club parents should attend this as well)

JCC Open House: Wednesday August 30th 6-7pm (all PH parents should attend this as well)

Team Sizing Days: JCC: Tuesday Sept 4th: 4:30-7pm
AN: Wednesday Sept 5th: 4:30-7pm

Back to Swim Relay Meet and Pancake Breakfast: JCC: Saturday September 22nd: 8-11am

I will continue in an oversight role to continue to mentor and support my staff, to educate our parents and to hopefully inspire your swimmers to be the best they can become and wear the green cap proudly.

Finally, on behalf of my staff, thank you again for your continued support of NCA over the last year and beyond. See you on the deck.

Go NCA!!

Coach Jeff