



Proud parents: Jim and Kim Smith with their family

All in the Family

By Ellen Colket (MACH)

MARYLAND- Jim and Kim Smith (RMSC) are proud parents of year round swimmers Madison (12) and Lauren (10) as well as eight week old twin boys Ian and Bennett. In addition to being parents, Jim and Kim are dedicated swim officials for PVS (both hold N2 S&T) and spend their weekends officiating at various swim meets.

The weekend of October 6th saw the introduction of their newest additions to the pool deck while timing for their daughters' distance swim that Friday night at the RMSC October Kickoff meet. It won't be long before those little boys will be in the pool taking lessons from their sisters!

New Editor for PVS Newsletter Chosen

MARYLAND- November 14th marked the transition of the PVS Newsletter from Bob Vincent (NCAP) to Steven Strazza (MACH). With the advent of Mr. Vincent's new duties at USA Swimming, he felt he should pass the baton for the LSC's masthead.

At the suggestion of Rich McMillen (NCAP), Steve was approached and offered the job. "At first I was hesitant. I've authored various other types of documents, but editing a newsletter was definitely something different," said Steve.

With Steve having professional publishing experience, Mr. McMillen was interested in seeing what could be brought to the table and offered wide latitude in experimenting with the format.

"He gave me a copy of his first book as proof he knew something," Rich was noted as remarking.

"My predecessors brought great ideas to the newsletter. I'll make a stab at being inventive as well. You'll notice I've begun to call it a 'news magazine' to introduce the new format. Hopefully, it won't scare off the readers," Steve teased.

University of Maryland Parks Its New Tennis Courts

By Steven Strazza (MACH)

COLLEGE PARK- The University of Maryland, College Park campus, has decided that tennis courts were needed to compliment the facilities known collectively as 'Recreation and Wellness'. Eppley Natatorium, the site of PVS swim meets, is part of the RecWell system of services.

To accommodate the new tennis courts, in 2017 the parking lot known as '2G' had a significant amount of its surface area placed under construction. Lot 2G is where a majority of people, including officials, parked during PVS sanctioned swim meets. The loss of the parking

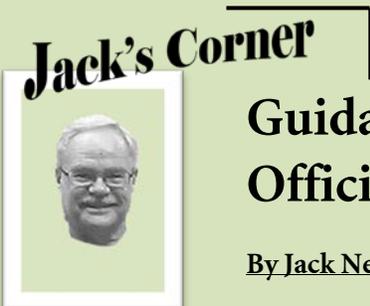


has already been felt by those parents who attend weekly practices for Machine, a PVS club. One parent commented, "If you don't mind paying to use a facility we already pay to use, parking is easy."

The biggest impact will be felt during swim meets, where large crowds of people move through the facility up to three times a day when finals are held because the University still requires that coaches, officials, and swimmers use the service entrance for access to the deck.

(Please see PARKING, page 9)

OFFICIAL'S INSTRUCTION



Guidance for Officials

By **Jack Neill** (UN)

Our National Officials Chair, Jim Holcombe, regularly does a presentation entitled "Myths and Urban Legends" at meetings. His brief seminar debunks the things some officials believe are gospel truth, even though there is absolutely no basis for them. Things like, "A Referee must wear his/her whistle on a lanyard", or, "Judges are required to have the right foot forward."

Nonsense.

This edition I'd like to do a PVS version of Jim's presentation: "Things I Hear at PVS Meets."

"Stroke & Turn Judges must stand with their hands behind their backs."

A judge should stand erect but relaxed, with hands still at the side, front, or behind the back while the swimmers are in the jurisdiction. There's no reason you can't balance yourself with your hands in these positions. The important thing is not to make a move that looks like you're raising your hand—unless you mean it! Fix your hair or scratch your ear when the swimmers are out of jurisdiction. If you're a Stroke Judge walking the side of the pool, the arms should be at the side, swinging naturally as you walk. Walking with the hands behind the back not only looks odd and uncomfortable, it can make it more difficult to navigate the pool deck as you move.

"You shouldn't raise your hand until the swimmer can't see you."

I suspect this comes from the mistaken impulse of believing that we damage a swimmer's psyche with a disqualification. I hear this most often in Backstroke where the swimmer can more readily see the S&T Judge.

Rule 102.22.1 states that the judge "shall immediately raise one hand overhead. If the official does not do so, there shall be no disqualification." Can you imagine an NFL official waiting to throw a flag until the offending player wasn't looking? If seeing your hand causes a swimmer to "give up" on the swim, that's a teachable moment for the coach and the parent.

"A swimmer wearing a small wrist band or a rubber band around the wrist should be DQ'd for wearing an armband, as per 102.8.1A."

When the full-body technical suits of the late 2000's were deemed illegal, some swimmers and coaches tried getting around the ban by using a legal suit, but then wearing non-textile, non-permeable bands around the legs and arms for compression and drag resistance. Rule 102.8.1A was enacted to eliminate this loophole. Note that the rule says armbands and leg bands are not permitted. It was not intended to ban items like the "Livestrong" wristbands or their ilk.

"A swimmer wearing a wrist watch should be DQ'd for wearing a pacing device, as per 102.8.1E."

As per a memo from the National Officials Committee in 2008 and again in 2012: "A watch, in and of itself, is not a pacing device. The Referee has the authority to determine if an athlete was using the watch as a pacing device."

If the swimmer stops intermittently to look at the watch, the Referee might rule that it's being used as a pacing device; otherwise, it's not a DQ.

When swimmers or coaches ask me about watches, I tell them, "It's not illegal, but you'll never see Katie Ledecky or Ryan Lochte wearing a watch in the pool."

You Make the Call!

(Answer on page Ten)

A swimmer starts an LC50 fly event legally. With one simultaneous arm pull, their head comes to the surface before the 15M mark with the body on the breast. At the end of the stroke, the arms come forward together over the water. With the arms straight out, hands overlapped, they remain in front of the swimmer without moving downward. The swimmer streamlines the surface on the breast using a butterfly kick until just before the far wall when they execute a legal stroke movement of both arms bringing them above the water for the hands to simultaneously touch end-of-course. Is this a legal swim?

OFFICIAL'S INSTRUCTION

How to Add a Mentoring Session into OTS

By Barb Ship (RMSC)

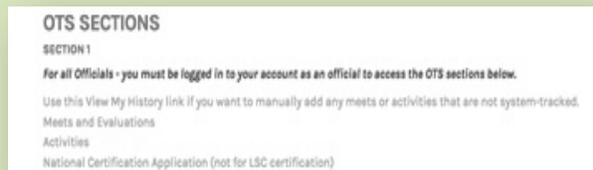
An important aspect of any official's record is recording their Activity History within the Official's Tracking System (OTS). Most advancement requires that an official have these additional activities to demonstrate their depth of exposure to the various aspects of being an official.

This article will cover how to add a mentoring session. For most, this type of activity would be deck mentoring of an apprentice official, but it can be used to note clinic attendance, swimposiums, and meetings at local and national levels.

To begin, you must first log into the USA-S website with your user ID and password. From the menu bar, select "For You" and then choose "Officials". When the next screen appears, select the image icon labelled "Officials Tracking System".



A new screen will appear and you will scroll down until you see the following links. They will appear in blue when you are on the website.



Click on the words that begin, "Use this View My History link if you want to manually add..."

This will bring up your OTS record and typically defaults to showing "Meets/Evaluation History".



Click on the tab that says "Activity History". This will change the display to show "System Tracked Activities" (entered by the sponsor) and "Other Activities".

Registration	Type	Host LSC	Location	Role	Meet Name / Comments	Activity
00000000	Deck Instruction Stroke & Turn	NY	Boyle, NY	Deck Member	Spring Finals SAT Evaluation	00000000

At the top right will be a link for "Add Other Activity". Selecting this link will bring you to the final data screen where you add your activity.

The "Activity Description" field does not have a pull-down selection, so you must enter a short phrase. "Training – S&T Apprentice" is a good example if you were a Deck Mentor. The "Date" should be the actual date you performed the activity, not the start date of the meet. The "Meet Name" and "Location" should be taken from the Meet Announcement. "Comments" are optional and could include the name of the guest speaker if the "Type" was "Briefing". Click "Save" and you are done!

* * *

OFFICIAL'S INSTRUCTION

It's Not a Legal Document

By Tim Husson (UN)

It's dazing how many myths have been perpetuated about a simple two-part carbonless copy form known as the "DQ slip". The only references in the USA Swimming rule book to the disqualification (DQ) form are in sections 102.13.3 and 102.13.4 declaring that the duties of the Stroke Judge and the Turn Judge are to "...report any violations to the Referee on signed slips detailing the event, the heat number, the lane number and the infraction."



The purpose of this article is to set the record straight on some of these misconceptions.

"Any error on the DQ form invalidates the DQ"
"The DQ is overturned if an error is found on the form"

Both of these statements are false. The DQ form is not a legal document. If an error is made, it can be re-written to correct it as long as the disqualification itself was properly reported and processed. On the other hand, if there is any doubt about a DQ, such as uncertainty on the heat/lane/violation that can't be resolved, the DQ can be withdrawn because as we know, the benefit of the doubt goes to the swimmer.

"An apprentice referee can't sign the DQ form"
"An apprentice CJ can't initial the DQ form"
"An apprentice starter can't call a false start"

I've heard all of these; the rationale being that as an apprentice, they have insufficient standing to make a call. Once again, these perceptions are false.

Rule 102.10.2 states that "Uncertified trainees may perform the duties of such positions when they are under the direct supervision of a certified official." So, as long as the apprentice is being supervised by a certified official in that

position, they may perform all the duties of that position including signing DQ forms.

In summary, the DQ form is the official record of the disqualification, but it is not a legal document. If you are a chief judge, ensure the information on the DQ slip is clearly legible (preferably written in pen) such that the Admin Official, the Meet Referee, and the coach can read it. And, if you are the ST or DR "signing" the DQ form, print your name instead of scrawling your signature. If the AO (AR) or the Meet Referee has a question, they need to know who to ask.

It's also a good practice to verify that notes made on your heat sheet, match the information provided on the DQ slip.



PVS Milestones and Certifications

PVS would like to recognize the service and dedication of its officials.

- 35 Years – Jim Carey (NCAP)
- 15 Years – Scott Witkin (RMSC)
Mike Bush (MACH)
- 10 Years - Kristy Kellogg (SSS)
Ai-Mei Change (RMSC)
Andy Anderson (RMSC)

(Please see MILESTONES, page 10)

Know Your Rule Book

"When is it permissible for a swimmer to leave the pool before completing the required distance without being disqualified?"

Rule 101.8 permits a swimmer to exit the pool when the event is equal to or greater than 5000 yards or meters in length. Time spent out of the water counts towards the official swim time.

* * *

OFFICIAL'S INSTRUCTION

DISQUALIFICATION REPORT
 EVENT # _____ HEAT _____ LANE _____
 SWIMMER _____
BREASTSTROKE
 DURING: START _____ SWIM _____ TURN _____ FINISH _____
 10 KICK: ALTERNATING (1A) _____ BUTTERFLY _____ SCISSORS _____
 11 ARMS: NON-SIMULTANEOUS (1B) _____ TWO STROKES UNDER _____
 NOT IN SAME HORIZONTAL PLANE _____ PAST HIPLINE _____
 12 ELBOWS RECOVERED OVER WATER _____
 14 CYCLE: HEAD NOT LIP _____ DOUBLE PULLS/KICKS _____
 15 TOUCH: ONE HAND _____ NON-SIMULTANEOUS _____
 16 NOT TOWARD THE BREAST OFF WALL _____
 19 OTHER _____
BUTTERFLY
 DURING: START _____ SWIM _____ TURN _____ FINISH _____
 20 KICK: ALTERNATING BREAST SCISSORS _____
 21 ARMS: NON-SIMULTANEOUS UNDERWATER RECOV. _____
 23 TOUCH: ONE HAND _____ NON-SIMULTANEOUS _____
 24 NOT TOWARD THE BREAST OFF WALL _____
 25 HEAD DID NOT BREAK SURFACE BY 15M _____
 29 OTHER _____
BACKSTROKE
 DURING: START _____ SWIM _____ TURN _____ FINISH _____
 30 TOES OVER LIP OF CUTTER AFTER START _____
 31 HEAD DID NOT BREAK SURFACE BY 15M _____
 32 NOT ON BACK OFF WALL _____
 33 NO TOUCH AT TURN _____
 34 PAST VERTICAL AT TURN _____
 DELAY INITIATING ARM PULL _____ MULTIPLE STROKES _____
 DELAY INITIATING TURN _____
 35 SHOULDERS PAST VERTICAL _____
 36 COMPLETELY SUBMERGED PRIOR TO TURN OR FINISH _____
 39 OTHER _____
INDIVIDUAL MEDLEY
 41 STROKE INFRACTION(S) # _____
 42 OUT OF SEQUENCE _____
FREESTYLE
 50 NO TOUCH TURN # _____
 51 HEAD DID NOT BREAK SURFACE BY 15M _____
RELAYS
 70 STROKE INFRACTION # _____ SWIMMER # _____
 71 EARLY TAKE OFF-SWIMMER # _____
 72 CHANGED ORDER: SWIMMER _____ STROKE _____
OTHER
 60 FALSE START _____ 61 DELAY OF MEET _____
 62 DID NOT FINISH _____ 63 DECLARED FALSE START _____
 69 OTHER _____
 JUDGE: _____ (print name clearly)
 REFEREE: _____ (print name clearly)
 NOTIFIED: _____ SWIMMER _____ COACH _____
 rev. 02/10

What
is
Your
DQ
IQ?

DISQUALIFICATION REPORT
 EVENT # _____ HEAT _____ LANE _____
 SWIMMER _____ TEAM _____
BUTTERFLY START _____ SWIM _____ TURN _____ FINISH _____
 KICK: ALTERNATING (1A) _____ BREAST (1B) _____ SCISSORS (1C) _____
 ARMS: NON-SIMULTANEOUS (1D) _____ UNDERWATER RECOVERY (1E) _____
 TOUCH: ONE HAND (1F) _____ NOT SEPARATED (1G) _____
 NON-SIMULTANEOUS (1H) _____ NO TOUCH (1I) _____
 NOT TOWARD THE BREAST OFF WALL (1J) _____
 HEAD DID NOT BREAK SURFACE BY 15m (1K) _____ RE-SUBMERGED (1L) _____
 OTHER (1M): _____
BACKSTROKE START _____ SWIM _____ TURN _____ FINISH _____
 NO TOUCH AT TURN (2A) # _____
 PAST VERTICAL AT TURN: _____
 DELAY INITIATING ARM PULL (2B) _____ DELAY INITIATING TURN (2C) _____
 MULTIPLE STROKES (2D) _____
 TOES OVER LIP OF CUTTER AFTER THE START (2E) _____
 HEAD DID NOT BREAK SURFACE BY 15m (2F) _____ RE-SUBMERGED (2G) _____
 NOT ON BACK OFF WALL (2H) _____
 SHOULDERS PAST VERTICAL TOWARDS THE BREAST (2I) _____
 OTHER (2J): _____
BREASTSTROKE START _____ SWIM _____ TURN _____ FINISH _____
 KICK: ALTERNATING (3A) _____ BUTTERFLY (3B) _____ SCISSORS (3C) _____
 ARMS: PAST HIPLINE (3D) _____ NON-SIMULTANEOUS (3E) _____
 TWO STROKES UNDER (3F) _____ NOT IN SAME HORIZONTAL PLANE (3G) _____
 ELBOWS RECOVERED OVER WATER (3H) _____
 TOUCH: ONE HAND (3I) _____ NOT SEPARATED (3J) _____
 NON-SIMULTANEOUS (3K) _____ NO TOUCH (3L) _____
 NOT TOWARD THE BREAST OFF WALL (3M) _____
 CYCLE: KICK BEFORE PULL (3N) _____ HEAD NOT LIP (3O) _____
 DOUBLE PULLS/KICKS (3P) _____
 OTHER (3Q): _____
FREESTYLE
 NO TOUCH AT TURN (4A) # _____
 HEAD DID NOT BREAK SURFACE BY 15m (4B) _____ RE-SUBMERGED (4C) _____
INDIVIDUAL MEDLEY
 STROKE INFRACTION(S) (5A) # _____
 OUT OF SEQUENCE (5B) _____
RELAYS
 STROKE INFRACTION (6A-6J) # _____ SWIMMER # _____
 EARLY TAKE OFF-SWIMMER (6K-6L) # _____
 CHANGED ORDER (6M) SWIMMER _____ STROKE _____
 OTHER (6N): _____
MISCELLANEOUS
 FALSE START (7A) _____ DECLARED FALSE START (7B) _____
 DID NOT FINISH (7C) _____ DELAY OF MEET (7D) _____
 OTHER (7E): _____
 JUDGE: _____ (print name clearly)
 REFEREE: _____ (print name clearly)
 NOTIFIED: _____ SWIMMER _____ COACH _____
 rev. 05/14

Ahh, the ubiquitous DQ slip. We've all seen them, handled them, and maybe had to explain to our child why our name was at the bottom of one they received. But, did you know there were two different types? The 02/10 version is shorter and fatter than the 05/14, the 05/14 lists the strokes in IM order, and 05/14 is the current version. Most of us probably already know these details. There are other, more subtle differences.

In Breaststroke, the 02/10 form does not list "Kick Before Pull" as a cycle infraction. Under Butterfly, 02/10 lacks an entry for "No Touch".

05/14 added a field for "Other" under Relays. Should the person filling out the form not realize the difference between this entry and "Other" under Miscellaneous, the Deck Ref and AO will probably want a chat. 05/14 also added the "Re-submerged" infraction to Freestyle. Even more subtle is under Backstroke, where the 05/14 form changed the order of infractions under "Past Vertical at Turn". There are two other differences between the versions. Can you find them?

So, whether CJ or ST, always check to find out which one the MR prefers, and then be consistent with the form being used.

75 Years Ago In Swimming



The First Men's Open Water Tech Suit is Unveiled

50 Years Ago In Swimming



An official has dry land training in the breaststroke.

OPINION



In Defense of Very Short Course

By William E. Makitt (UN)

Competitive swimming has made great strides in becoming an inclusive activity. From its earliest days when meets were “men only” who swam in the nude, to Master’s Swimming and Open Water where people of all ages, shapes, and sizes compete quite well, swimming has done its part in promoting the health and physical well-being of its participants.

From a growth perspective, national committees have explored numerous avenues to open competitive swimming to various groups who might not otherwise have had equal access to proper training and facilities; however, one group has been consistently overlooked and this bias should change.

This group is infants. With the introduction of the two meter pool, this underserved segment of the population will have access to the same training as current age groupers and the adults and seniors who compete on national stages or at the Masters level.

As officials, there will be challenges in adapting to VSC, or Very Short Course. Issues such as jurisdiction for Start and Turn-End judges, how to walk lead-lag and, of course, how to judge a false start will all need to be addressed by LSC, National, and FINA rules committees.

Discussions with manufacturers have shown there are no production reasons why a tech water diaper can’t be developed, or why goggles cannot be incorporated into a skull cap. Concerns about infants coming off the blocks are easily resolved by Rule 103.2.3(a). Assistants are already allowed for disabled swimmers, why not nursing mothers, although this may change the definition of breaststroke.

Officials should voice their approval for Very Short Course for all of its benefits. Closer proximity to the Deck Referee, CJs not having to run vast distances, and everyone will be able to understand the starter.

Swim Meets Aren’t the Golden Corral

By Elizabeth Wont (SPS)



Let’s agree that four hours isn’t a lot of time. Most people sleep longer than that, so it’s not outside the realm of reality to believe that the human body can go that amount of time without having to be fed.

As an ST I’ve seen first-hand that this isn’t accepted knowledge among officials. For some of you, we can tell what your last meal was before you arrived disheveled for brief by the number of stains on your shirt; then trying to hide your mess-inducing, half-squeezed fast-food condiment packets.

When you raise your hand on deck with ketchup on your sleeve, from the stands it looks like you’re suffering stigmata. There’s a lot to be said for simple blue and white (especially when you accent well) and, trust me when I tell

you, there are plenty of snippy jogging moms sitting in the stands passing judgment. It’s already bad enough the terrible things humidity does to our hair, but is it necessary to have a crumby napkin in your lap while you sit and count turns?

Puh-leze.

When officials start making calls so the CJ can pass by hospitality to grab a slab of pizza for S&T delivery makes you stop and think; does the table really want to see tomato sauce on the DQ slip?

Most say hospitality isn’t for the swimmer. Pish-tosh; what they steal and eat washes off in the pool. Besides, every clean DQ we can hand out is an argument for off-the-deck ice cream afterwards.

This is why I’m starting a new group: Stroke and Turns Against Repeated Venue Eating (STARVE). Join me in eliminating food stains from the deck. Napkins just aren’t fashionable.

DRY LAND

Who hasn't wanted to skip over an advertisement to get on with the show, or indiscriminately flipped the pages of a magazine to ignore the ad for a new type of butter? What we sometimes think of as a nuisance can be a great motivator, provide us with entertainment more original and fulfilling than the show it subsidizes, or even change the social fabric under which we cover ourselves.

"Where's the beef?" This 1984 catch-phrase by the Wendy's hamburger franchise brought not only actress Clara Peller to national prominence, it increased Wendy's revenue by 31% and was pivotal in the 1984 democratic primaries when former Vice President Walter Mondale used the phrase to criticize the policy proposals from then Senator Gary Hart. Mondale went from being severely behind in the polls to the front runner. Starting as a simple question about the substance of a hamburger, it became a synoptic statement about the state of society at that time.

But where did advertising originate? Is it a modern invention? Evidence exists that ancient Egyptians used papyrus to make sales messages and, found in the ruins of Pompeii and ancient Arabia, signs for political campaign displays. The Romans and the Greeks used papyrus mounted on walls to advertise lost and found property, which also included runaway slaves. In ancient China, the earliest advertising was oral, as is described by the Classic of Poetry written between the 11th and 7th centuries BC. A copper printing plate dating to the Song dynasty advertising fine steel sewing needles is considered the world's earliest printed advertisement.

With the general populace incapable of reading, the Middle Ages saw the introduction of images sans text. Instead of signs having the

words "tinker", "tailor", or "candlestick maker", the proprietor employed an image of the offered service. Wagon vendors would employ town criers to call to customers from the street announcing the availability of their wares. Collected in a poem by thirteenth-century artist Guillaume de la Villeneuve,

these types of advertisements were identified and grouped into what is now known as the "pre-printing period." The three basic forms were the "trademark" (image of the thing), the "song" (what a town crier would vocalize), and the "board" (a poster hung on a wall marking the place of the service.)

There is some dispute as to who is the "father of modern advertising", but there is no dispute as to the two men who that title should be bestowed upon. The first is Thomas J. Barratt, chairman of the London based A&F Pears Soap Company. He is credited with inventing "brand marketing" and is noted for saying, "Any fool can make soap, it takes a clever one to sell it." Barratt licensed the painting "Bubbles" by John Everett Millais and added a picture of Pears soap to the foreground, thereby associating it with well-groomed middle class children, domestic comfort, and aspirations of high society. His slogan, "Good morning. Have you used Pears' soap?" was famous well into the 20th century.

The second strong contender for the "father" title is David Ogilvy. By combining the ideas of Volney B. Palmer (the first to design and sell "advertising space") to the research performed by psychologist Walter D. Scott at Johns Hopkins in the early 20th century, who proposed that "the consumer is reasonable, but to a greater extent he is suggestible", Ogilvy perfected the technique of understatement. He is famous for the quote, "A good advertisement is one which sells the product without drawing attention to itself."

Subtlety is evident in many of the great ads that we see today and many are still unrecognized by the people that view them in an almost daily context. Some of the better known

(Please see Advertising, page 9)

Fast Forward: The Art of the Advertisement

By Steven Strazza (MACH)



Clara Peller

PVS

PVS Introduces Its New Official's Chair

By Rich McMillen (NCAP)

I would like to introduce myself. Hi, my name is Rich.

As I travel around the LSC to know all of you, my goal is for you to know me as well. I am no stranger to PVS. I've been working meets in Potomac Valley Swimming since I began as a MD LSC apprentice ST in 2007. Like many apprentices, I thought I'd get credit for working a "foreign" session at the 2007 Red and Black Invitational at University of Maryland. After all, it was in the State of Maryland.

Back then I had no sense about the geographic boundaries of the 59 LSC's within USA-S. These last ten years have been a true eye opener and I have learned so much about the sport of swimming from them; like now knowing I wouldn't get that credit from my home LSC.

From 2007 to 2013, I worked a couple PVS meets each year. In 2013, our MD LSC swim team ceased to exist and we had to find a new place for the last of our four children to swim. We chose to move our daughter to a PVS team because of the high caliber of personnel. Once she joined, I favored to work PVS meets for just that reason.

After moving my daughter to a PVS club you may wonder why I decided to remain a Maryland Swimming official. Ask me sometime. It will be a great ice breaker and will afford an opportunity for us to talk, but now we come to the present.

When our new PVS General Chair (Tom Ugast) asked me to serve as the PVS Official's Chair, I was truly humbled. First, I was and still am worried that I'll never be able to fill Tim Husson's shoes. Secondly, even though I'd been working PVS meets over the last three years, I still felt

like somewhat of an outsider to the PVS culture.

My decision to accept Tom's appointment was based on two factors. Primarily, the PVS Official's Committee is an active and tireless group of dedicated people who care deeply about the mission of PVS and the role of the official. Second, I'd been working as the Assistant Official's Chair for the MD LSC, and for the last six years as the Certification Officer for the MD LSC Official's Committee. I felt I had a good handle on how to administer an LSC's official's corps.



Rich McMillen
Official's Chair

I tell my wife I hope I'm right.

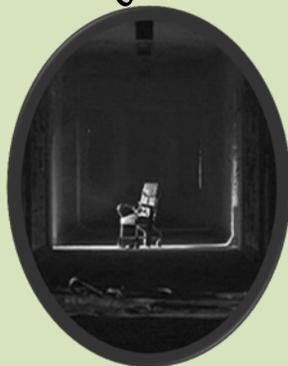
Since being appointed as the PVS Official's Chair, many of you have wished me well. I want to thank everyone for making me feel welcome; not only for becoming the Chair, but over the years on every PVS deck I've worked.

Actually I need to confess. Technically, I've been part of PVS since August 22nd and the Officials' Chair since September 1st. My PVS name tag arrived in the mail today and I immediately put it on to show my wife. It just proves that even at 45 years old, the new sense of belonging made me feel like a sixteen year-old whose girlfriend "PVS" accepted a date.

I want to publically recognize Tim Husson for his service as the past PVS Official's Chair. His continuing service to PVS and USA Swimming is beyond measure.

In closing, I'd like to thank two PVS officials who have decided to step down from the committee. Heartfelt thanks to Boots Hall and Bob Vincent for their many years of service. The next time you see them, take a moment to thank them; they deserve it.

Thoughts From



The Chair

Advertisement

**"Thoughts from the Chair"
will be a regular feature.
Watch for it!**

CONTINUUM

ADVERTISING

Continued from Page Seven

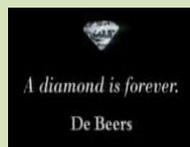
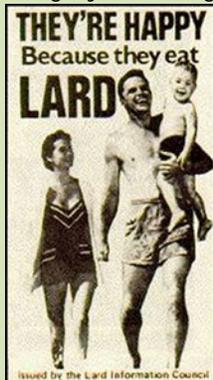
ones are the Tostitos brand logo, where the middle letters are drawn to show two friends enjoying a tortilla chip over a bowl of salsa. Then there are FedEx (arrow) and Baskin Robbins ("31" inside the letters "BR"), whose hidden logos cannot be unseen once they are recognized. On the flip side of that coin is symbolism, as evidenced by Amazon and Sony VAIO logos. Most people believe the Amazon line is a smile. In actuality the arrow starts at "A" and points to "Z" meaning "everything from A to Z."

And, as a show of the ultimate subtlety, the Sony VAIO symbol, which begins in a curved font, symbolizes analog while the remaining letters emulate a more digital form of communication; the last letters are drawn as binary 1 and 0.

Advertisements use five basic techniques in communicating their message. These are repetition, claims (or testimonials), association, bandwagon, and promotions. From the simple testimonial that people are happy eating lard, to complex imagery claiming the chicken enjoys its predicament, to the bandwagon where a woman has discovered the ultimate shoe source, advertisements have impacted society at levels that would have been thought unimaginable.

The example credited as the greatest ad copy ever conceived

began the custom of giving a diamond engagement ring. This behavior started with a tag line produced for a DeBeers print



ad.



Moving into the digital age, the ad that broke all the rules aired during Super Bowl XVIII in 1984. Considered the second greatest video ad of all time (the Coca-Cola Company's commercial featuring Mean Joe Green is number one.) Apple's introduction of the Macintosh was meant to symbolize empowerment using the Mac as a tool for combating conformity and asserting originality.



Jim Varney as Ernest

From the serious to the comedic, who can forget Jim Varney's personification of Ernest P. Worrell; a character originally created for Tyson's Toyota that morphed into hundreds of ads around the country and three major motion pictures?

With the advent of high speed Internet and video sites such as YouTube, advertisements took on new life forms as "viral videos", the first real groundbreaker being "Trunk Monkey", an advertising concept originally created for a group of Subaru enthusiasts in New England. The television ads (and subsequent viral YouTube videos) were created by the R/West ad agency in Portland, Oregon for the Suburban Auto Group of Sandy, Oregon.



Click or touch to view video



Click or touch to view video

In the past year, a product known as "Poo-pourri" has had its advertisements go viral even after USA Today named it the "Worst Video Ad of 2013". Enjoy!

CONTINUUM

MILESTONES*Continued from Page Four*

The following individuals have completed 5 years of service to PVS.

Mark Heilbrun (NCAP), Steven Lutz (RMSC), David Bacon (RMSC), Larry Card (FISH), Fred Gibson (MACH), Michelle Hale (MAKO), Nany Jardini (SDS), Lisa Kauffman (HACC), Don Knieriem (AAC), Erica Livingston (DCPR), Chongchit McGovern (RMSC), Walter Rojas (NCAP), Tim Rowe (NCAP), Jeff Schwartz (RMSC), Joe Tiago (TANK), Fred Turner (RMSC), Tony Bonanno (PAC), Aron Ceely (RMSC), Cristine Ceely (RMSC), Nathan Dean (FISH), Laura Keeler (RMSC), Jerry Kong (FISH), Kirsten Landeryou (NCAP), Cathy Nabulsi (MACH), Kelly Opipari (ASA), Cesar Ruiz (RMSC), Greg Schmidt (MACH), Beth Spicer (NCAP), and Sean Trench (MACH).

PVS would next like to welcome its newest Stroke & Turn Judges Todd Jameson (ASTS), Kurtis Kaiser (MAKO), Kerry Mara (NCAP), and Jamie Neal (SDS).

And now congratulations to the following individuals in meeting the requirements for the stated positions. Tom Allison (TIBU), *Starter*; Spencer Quinn (NCAP), *Deck Referee*; Chris Chmielenski (NCAP) and Kelly Rowell (HACC), *Meet Referee*.

If you see these people on deck, offer them warm congratulations on a job well done.

PARKING*Continued from Page One*

Construction has altered the approach road that leads to the service entrance door on the lower level. Traffic congestion can be quite severe when overwhelmed by the amount of swimmers being dropped-off or picked-up.

During a swim meet, it may be more advantageous to drop-off a swimmer at the walkway (Valley Drive) that leads to the outdoor swimming venue and have them proceed down the stairs. Expect a line of cars. Deck access

through the front door turnstiles will be denied without a University ID card.

With Turkey Claus and the NCAP Invitational just around the corner, the challenge for meet sponsors is how to balance the needs of their volunteers and guests with the bureaucracy that is the University system. Evidence of the frustration for which the meet sponsors will be the primary recipient will be manifested when attendees discover the option to purchase parking the day of the event has been eliminated.

All parking by swim meet guests during regular school hours will be pre-pay only. The University says this allows them to regulate demand and still supply parking to those already promised.

On weekends, the availability of parking increases and the expense decreases as long as there is not a coinciding event.

*(Please see PARKING, Page 11)***YOU MAKE THE CALL (ANSWER)**

No. Rule 101.3.2 stipulates that "both arms must be brought forward simultaneously over the water and pulled back simultaneously *throughout* the race." Although the stroke is not cyclical, executing one arm pull to break the surface and another to touch the wall does not constitute "throughout the race".

Advertisement

PARKING

Continued from Page Ten

Typically, the University closes access to lots four hours before an event's start time, which allows them to tow vehicles that have either not paid or shouldn't be there in the first place. Lots are manned starting at this time and many entrances are blocked to prevent cheating.

The University has a two-tier parking pass. For \$12, parking is available in Lot 1 and, is a fifteen to thirty minute walk to the natatorium, depending on where in the lot a space is found.

The second tier is "event parking" at \$15 or \$17, when spaces are available. At many events, a majority of these passes are reserved for Terrapin Club members. Terrapin Trail Garage (TTG) belongs to this class of lot. This will be the case during Turkey Claus.

Patrons should note that each parking pass is good for one entry per day.

When there is a University sponsored event, a "Quick Bus" service (not the same as Shuttle-UM) is available. Quick bus is free to the public and runs a loop route; however, it runs only two hours before game time up until 30 minutes after game end and a stop does not exist close to Eppley.

For those who arrive with no pre-arranged parking, metered spaces are always an option and, no additional restrictions have been placed on their use, although they do not exist in large numbers. Visitors are cautioned not to park at metered spaces marked as "drop-off". These spaces have a half-hour time limit, which cannot be renewed. Meters charge \$3 per hour.



A UMCP Pay-station Box

There is also a pay-by-space system that charges \$3 per hour (which the University describes as a lease of University property) with payment made at an automated pay station with proximity to the lot. Spaces are numbered. The number is entered to indicate

payment has been made for the "leased" space.

Time is paid for in advance using fifteen minute or one hour intervals. Credit and debit cards are accepted.

Parking tickets begin at \$75 and unpaid violations are reported to the Virginia, DC, and Maryland DMVs.

Visiting scholars, family members, or event attendees without a University ID may request a letter of permission to ride Shuttle-UM routes. Visitors may contact the DOTS Office in person or by phone at 301-405-1222 during business hours to request a letter of permission. There is a \$4 per day per person fee for non-affiliates and applicable fees must be paid in person at the DOTS office.

Those needing paratransit and disabled accommodations should contact DOTS at 301-314-3687 or transportation@umd.edu prior to event day.



Turkey Claus Showdown
Nov 30 – Dec 3, 2017

Frozen Five Mini Meet -
Fairland Aquatic Center
Dec 10, 2017

NCAP Invitational - College Park
Dec 7-10, 2017



Potomac Valley Swimming Official's News Magazine

Published quarterly or as special edition by authority of Potomac Valley Swimming, Inc.

Rich McMillen, Official's Chair
Steven P. Strazza, Editor

Comments or, letters and articles intended for publication, should be addressed to PVSOM, P.O. Box 0512, Spencerville, MD 20868-0512, or via email to thestrazzas@casastrazza.net. Please include your name, USA-S membership type, and club affiliation. All items submitted for print are subject to edit.

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