

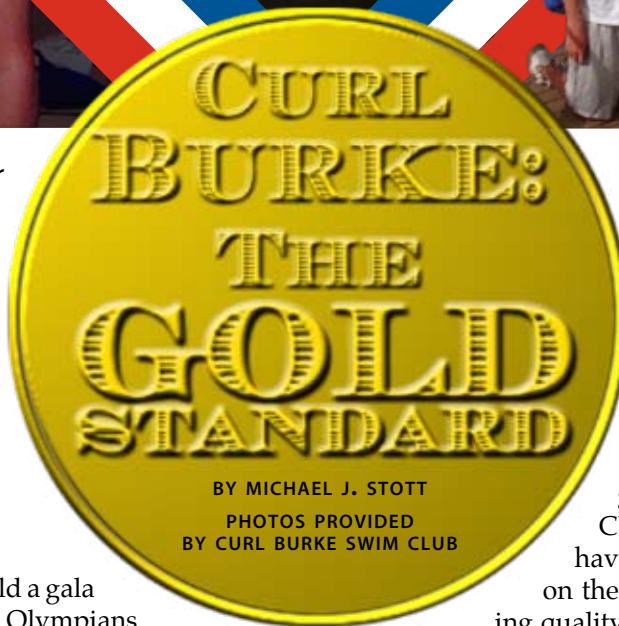


Where does a team go after having been proclaimed the gold standard—and then repeatedly backing it up at local, regional, national and international levels? Well, they keep going forward!

In May, Curl Burke held a gala to honor its past U.S. Olympians Mike Barrowman, Mark Henderson, Roque Santos, Tom Dolan and Ed Moses (*in absentia*) and introduce the club's 18-and-growing number of 2012 Olympic Trials qualifiers.

While fellowship flowed among team members, parents and honored guests, founding fathers Rick Curl, Jeff King and Pete Morgan reflected upon the legacy of the 1978 business plan. From a one-pool operation, Curl Burke has expanded to 19 sites in two states and the District of Columbia, making it the nation's largest satellite swim program. In addition, the purpose-built Tom Dolan Swim School opened in April 2011 and offers lessons only to newborns through adults.

While the structure may have changed in 34 years, "our philosophy hasn't varied at all," says Curl. "We always want to provide a positive, competitive environment to enable swimmers to be the best that they can be." Echoes Morgan, "Chasing competitive excellence with your friends has been a winning formula.



We've grown older and wiser doing what we love best." And what CUBU coaches have done best is use swimming to develop character and invaluable life skills.

"In the early years, we were all young and naive and thought that making an Olympic team was just a given," says Curl. And while CUBU coaches and swimmers have found considerable success on the international stage, the enduring quality of Curl Burke efforts has been in the staying power, characterized by doing things differently from other clubs.

The key? Following a carefully crafted operating plan that today allows CUBU to service a membership from newborns to Masters and beyond.

A REPUTATION OF COMPETITIVE EXCELLENCE

Throughout the years, Curl Burke's reputation

— continued on 2

TOP PHOTO » Curl Burke coaches Rick Curl (center), Jeff King (far left) and Pete Morgan (far right) gathered with CUBU's U.S. Olympians (from left) Tom Dolan, Roque Santos, Mark Henderson and Mike Barrowman at a recent gala that honored the club's elite alumni. (Not pictured: Ed Moses.)

LEFT PHOTO » Heading into this summer's meet in June, Curl Burke had qualified 94 individuals since 1984 for the U.S. Olympic Trials. (Pictured, from left: current U.S. Olympic Trials qualifier Katie Ledecky with Susan O'Brien Williams—CUBU's first Trials qualifier and national champion in 1984.)

RIGHT PHOTO » Curl Burke Swim Club has enjoyed an annual swimmer exchange with the Carlisle Swim Club in Sydney, Australia, since 2004.

has been built upon competitive excellence—at virtually every level. Since 1984, Curl Burke has qualified 94 individuals for the U.S. Olympic Trials. Thirty have made the final eight, with five qualifying for the United States Olympic team. Two—Tom Dolan and Mike Barrowman—have been inducted into the International Swimming Hall of Fame.

Intrinsic to that excellence has been the development of individual talent through consistent training plans.

“When I designed my training plan and workouts during a season, it was always with the idea of challenging the best swimmer in the group,” says Curl. “If swimmers train with a dynamic, goal-oriented plan, over the long haul they’ll develop their physiology so that they will be as fast as they can be. We strictly focus on the long term with season plans that emphasize aerobic conditioning, technical excellence, sound nutrition, compatible school schedules and programmed rest,” he says.

CUBU’s training progressions and the promotion of intra-team competition have been vital in Curl Burke’s continued top three national placement in the Virtual Club championship standings (including first place short course yards and long course finishes since 2009) and its five first-place conclusions (including 2012) at NCSA Junior Nationals. “Nothing markets the brand like terrific swimming,” says Morgan.

Another bonus is that age group excellence naturally filters into CUBU’s top training groups. Of the team’s more than 70 coaches, eight sites are charged with full-time senior swimming commitments. On Sundays from 6 to 9 a.m., the team brings together its top 60 senior swimmers, regardless of home training location, for combined workouts. “There we have eight coaches, assign swimmers by specialties, and train and race them,” says Curl. “It’s a great opportunity for the coaches and swimmers to work together at local 50-meter facilities in northern Virginia.”

The combined workouts are now offered to age groupers with separate practices for top 13-to-15-year-olds and 9-to-12s. “Kids are meeting and racing other Curl Burke swimmers, getting to know Curl Burke coaches, terminologies, personalities and the like. We believe this invigorating aspect of our training program will empower our athletes to greater success.”



LEFT » Curl Burke has won five NCSA Junior National Championship titles, with its most recent triumph coming in March. (Pictured: Curl Burke’s 2010 team that competed in Orlando, Fla.)

Much of the training for senior swimmers is in preparation for college programs. “It is an important part of what we do,” says Curl, noting that each year more than 60 swimmers graduate from high school. In excess of 90 percent of recent Curl Burke graduates are now swimming in colleges across the country.

TRAVELING AROUND THE WORLD

If Curl Burke swimmers seem omnipresent, it is because they are.

“There is a notion by some that our club is too large,” says Curl, “and that we should do well. My feeling is that we are not too big until we get to the point where we cannot service each and every swimmer regardless of level.

“We do something a lot of clubs don’t do,” he says. “We travel around the world. We seek out long course opportunities that are especially important for those with international aspirations. For example, we go to Sydney biannually, to Luxembourg annually and take our best 9-to-14-year-olds to Arizona every year.”

Spring 2012 was no different, with the highest-level athletes going to the UltraSwim in Charlotte, NCSA qualifiers going to Orlando and Richmond, not to mention the 170 swimmers and 14 coaches who went to Greensboro or the 60 9-and-unders who traveled to Iona College.

The benefit? “The concept of team and all the things we think important,” says Curl.

“Travel is emphasized because it gives children opportunities to leave their comfort zones and make decisions. For example, when kids are in a hotel room away from parents, they have a choice of whether they are going to stay up all night or not. We ensure that they have a safe environment, and at the beginning of the first day, the head coach meets with coaches and athletes to remind them, ‘You’ve all signed a code of conduct—same as the Olympic Trials qualifiers sign—and you are expected to adhere to every one of the rules. If you do, you are going to have a great time and wonderful experience.

“Plus, from a competitive standpoint, we think getting out of the Potomac Valley area is really healthy for all of our kids because in any local area, you establish a

— continued on 3

CURL BURKE —
continued from 2

pecking order with the teams and individuals you swim against regularly," he says. In short, Curl values the socialization, maturation and different competitive opportunities that the travel brings.

GIVING TO THE NEXT GENERATION

From 2004-09, Curl spent more than four years Down Under, working with legendary Australian coaches and owners Forbes Carlile, John Coutts, Richard Calahan and their swim schools. Curl was attracted to the quality, structure and professionalism reflected in Carlile Swimming's more than 60 years of innovation, research and experience.

In partnership with his former Olympian, Curl opened the Tom Dolan Swim School. "This will be a successful business entity and clearly is a great thing for the community," says Curl. Strictly a learn-to-swim program and originally just for newborns to 9-year-olds, the program has since been extended to adults.

"A lot of teams have swim schools, but there are not a lot of purpose-built swim school pools. Ours in Loudoun County is a shallow-water pool, just three-and-one-half feet deep, kept at 92 degrees, and includes ledges for newborns and babies," he says.

Of course, it is entirely possible that some of those graduates may gravitate to year-round swimming or—like many past CUBU athletes—return to coach.

The reason? "They've felt good about what they've gotten out of the sport—and from Curl Burke specifically—and they want to return and give to the next generation. It isn't due to financial reward, I can tell you that," says Curl, "although we are doing everything we can to professionalize our coaches so we can keep them throughout their careers."

Seven former CUBU swimmers are currently full time coaches for Curl Burke. An additional eight coach on a part time basis. "The values, passion and satisfaction carry on," he says.

In addition to the more than 70 professional USA Swimming credentialed coaches, Curl Burke Swim Club employs an excellent administrative staff of six. The main office, led by former CUBU swim mom, Fran Ward, has more than 50 years of dedicated service to CUBU. Tom Ugast, who coached with CUBU in the early '80s, has returned to offer invaluable day-to-day operational support to Curl.

IMPROVING UPON THE MASTER PLAN

It is 2012, and Curl, King and Morgan still roam the deck. Their 1978 partnership was designed to fill a "crying need for more teams, facilities and competi-



LEFT » Curl Burke coaches regularly attend the American Swimming Coaches World Clinic, regional and local clinics. The team also conducts an annual three-day coaches retreat and symposium. (Pictured: 2011 retreat at Deep Creek Lake, Md.)

tion," notes Curl. "As we grew and mentored more coaches, it made sense for those coaches to extend our program to different structures and facilities," he says.

"The master plan was not to have 19 facilities, but what we have now keeps us active, challenged and is great for swimmers and families. In the end, we feel that everything we accomplish enhances the development of the swimmer in and out of the water."

CUBU BY THE NUMBERS

- 5 American Olympians
- 8 International Olympians
- 11 World Records set by four CUBU swimmers
- 14 Senior National Championship Team titles
- 14 Current coaches with more than 15 CUBU years of service
- 8 Junior National Team titles
- 5 NCSA titles
- 25 USA National team representations
- 260 National Age Group Championship titles since 1979
- 8 USA national teams coached by CUBU staff
- 11 years (since 2002) that CUBU has been a USA Swimming Gold Medal Club
- 1999 year CUBU was named the USA Swimming team with the most Scholastic All Americans

USA SWIMMING ACCOMPLISHMENTS

Virtual Club Championships All USA Teams Scholastic All-Americans

2011-2012	SCY - 1st	
	LCM - 1st	
2010-2011	SCY - 1st	Men - 10
	LCM - 1st	Women - 14
2009-2010	SCY - 1st	Men - 9
	LCM - 2nd	Women - 4
2009-2010	SCY - 1st	Men - 9
	LCM - 2nd	Women - 4
2008-2009	SCY - 2nd	Men - 3
	LCM - 2nd	Women - 9
2007-2008	SCY - 2nd	
	LCM - 3rd	

— continued on 4

TRAINING SITES AND STAFF

CUBU MAIN OFFICE

Office Address
P.O. Box 359
Damascus, MD 20872
Phone: 301-428-9493
Fax: 301-831-8677
E-mail: office@cubu.org

During the indoor season, Curl Burke utilizes 19 training sites. In the summer, the team shifts to 8 x 50 meter training facilities.

MARYLAND/DC

Georgetown Preparatory School

Head coach Yuri Suguiyama
First location in 1978 with new facility in 2006
Train entry level swimmers to Olympic Trials qualifiers

Montgomery College - Germantown/Quince Orchard

Head coach Rob Washburn
Entry level to NCSA qualifiers
Since 1981

The American University/ Holton Arms School/Lab School

Head coach Tim Kelly
Swim School through Olympic Trials qualifiers
Since 1988

Prince Georges Sport & Learning

Head coach Corey Wallace
Entry level through Sectional qualifiers
Since 1999

NORTHERN VIRGINIA

Tysons Corner YWCA

Head coaches John Flanagan/Marilyn Mangels
*Nadar Por Vida outreach program
Since 1979
* Award winning program for at-risk Latinos and teens

Burke Racquet & Swim Club

Head coach Pete Morgan
Swim lessons through Olympic Trials qualifiers
Since 1988

Lee District Park/Mt. Vernon/ George Washington Recreation Center/ Providence Recreation Center

Head coach Jeff King and Matt Murray

Entry level through Olympic Trials qualifiers
Since 1983

Vint Hill/Freedom Center (Manassas/ Warrenton Aquatic and Recreation Center/ Manassas Park Pool

Head coach Olympian Jeremy Linn
Entry level through Olympic Trials qualifiers
Since 2008

Marymount University

Head coach Mike Clark
Entry level through NCSA
Since 2010

Claude Moore Recreation Center

Head coach Robbie Robins
Entry level through NCSA qualifiers
Since 2007

PROGRAMS OFFERED

Swim School Program

Dulles 28 Centre — Tom Dolan Swim School
Purpose-built facility for newborns to adults
Currently offering more than 1100 lessons per week
Opened April 2011

American University
More than 375 lessons per week

Age Group/Senior Program

Entry level to Olympic Trials qualifiers
1857 USA Swimming registered swimmer (2012)
72 USA Swimming registered coaches (2012)

Developmental Stroke School Program

Predominantly summer league and high school-focused swimmers
September-May schedule
1,143 registered swimmers (ages 6-18)

Diversity/Outreach Program

Nadar Por Vida

Masters Program

625 USMS registered Masters swimmers —
nation's second largest Masters team
15 locations

Coach Education

CUBU coaches regularly attend the American Swimming Coaches World Clinic, regional and local clinics. Team annually conducts a three-day coaches retreat. ♦