

Finally, after many months of planning and preparation, the new version of our website is up and running. At this time we are going to say goodbye to our newsletter. Our newsletter has grown to be like a favorite old uncle who has overstayed his welcome, much loved but perhaps more trouble than he is worth.

So none of our member thinks his or her dues has no real value, we have recently made some changes we hope you all will appreciate. Given the immense amount of time and effort that went into these projects, we hope you all appreciate them (and appreciate that getting 12 alpha dog personalities to agree on anything is almost Sisyphean task).

For those who are really astute, you may notice a new logo. Its purpose was to bring all aspects of Arizona Master's Swimming together and represent our triathletes, open water swimmers, and our less hardy pool swimmers in one design. This also incorporates a number of technical improvements which will be useful in coming projects.

The second project which has sucked most of my life from me has been our new website. Since our newsletter has been delivered as digital content only, it made no sense given our limited volunteer resources to duplicate that effort. The articles will still be available as PDF downloads if you wish to print them, but will also appear on our homepage on a regular basis. Once a month our diligent staff will send an email which describes and links to the various articles which used to appear in your newsletter. This last newsletter is an attempt to ease the transition so people can see how they will read content and news about Arizona master swimming.

That said it is time to update our staff. Christie Voelkel has volunteered to help edit the articles which appear on our site. Valerie Ahyong has agreed to champion and move our social media efforts forward along with long time site coordinator Susan Dawson Cook (thank her for all her hard work with the old site). Diana Moissonnier will help administrate the site and make it more appealing and user friendly. I will continue to do as little as possible utilizing the tremendous talent and expertise of our members (that said, this project has consumed more of my life than I ever thought possible). To make my life easier we still need help. Firstly (the reason no one wants me writing content, I use words like firstly) we need content, articles about competitive pool swimming, training, open water swimming, triathlon swimming, biographies, and any other information that relates to the broad umbrella of Arizona master swimming. To facilitate the avalanche of new content, we would also like (need) two or more editors to help ensure that the content is easily read and correct. Since we no longer have to put together a newsletter, then editor at most might see 2 to 3 articles per month which should not require much time. We (the club) and I also need a meticulous do gooder who wishes to impart their technical expertise to our site and help manage and ultimately take over should I depart (take this however you want).

Our goal is not to have this site remain static in its appearance. A website such as this has many options since it has a tremendous amount of information. A great website is intuitive. This means it makes sense when you want to locate the meet schedules (in this case it is pretty

simple). All new articles are in the home page (the page which comes up when you type in [AZLMSC.org](http://AZLMSC.org)). A pdf version of the same article can be downloaded at the [documents](#) link (hover and guide your mouse to the article tab). Suggestions will always be welcome. My contact information is at the bottom this article, please remember to be constructive and not hateful (this isn't FB). We still would like to feature pictures of our events including open water so if you have any please send those to me. I would prefer a link to an online photo album but if you really need to can send the physical data (picture files) to me (files need to be at least 1800x1200 pixels to render well on are home page).

There are two last issues of housekeeping regarding this site. The first is advertising, we are going to feature advertising for the first time. We are still working on a rate structure so be patient but if you wish to advertise on our site please contact me directly. And lastly I would like to update our places to swim page. If you have a favorite swimming site or are a team or club rep, please send me information regarding times, hours, costs and contact information and any other pertinent or useful information regarding your place to train (we all love your website but making it easier to find a location to train shouldn't require an hour of hunting through a plethora of websites). This project will be a labor of love and will not be done overnight however I would like to have some real information regarding swim teams (or places you fancy to train) on our site. It is a bit frustrating to find a place to swim only to find that it is only open for two months during the summer.

Coaches, if you'd like to make it easier for swimmers to see you and your program, send me an article with the info you wish to include. I'd suggest bio's on your coaches, goals, work out times, philosophy, and costs. Please take the time to look at our site and send me an update on the [team contact info](#) or info which appears on the site.

Please be patient, the site is already easier to use, more user friendly and faster than our old site. It can just get better but it needs your help, this is a volunteer driven organization and without input from the members, you will get a bare bones experience.

To send content (pictures, articles, meet results), volunteer, or complain bitterly (which means you really want to help), email to:

Jeff Baird  
[Jbairddo@gmail.com](mailto:Jbairddo@gmail.com)