

This year at World Clinic, we are launching theme-specific tracks designed to create a cohesive learning experience for coaches at every level - from Learn-to-Swim programs to Age Group coaching, all the way up to College and Elite athletes.

Why Tracks?

Focused Content: Sessions are structured to build on each other.

Breakout Discussions: Facilitated discussions led by our speakers with added opportunities to ask questions, get feedback, and continue the dialogue beyond the presentations.

Collaboration & Networking: Connect with your coaching peer group to share insights, collaborate, and build professional connections that will continue beyond your stay in Reno!

How It Works

You choose! Coaches can attend all talks within a specific track, or jump between tracks and build a conference line up that best aligns with your needs and interests.

“General Session” vs “Concurrent Session”

Our General Session talks take place on the largest stage at the ASCA World Clinic. Think of these as our keynote presentations, bringing together the entire coaching community for impactful, high-level discussions. We’ve designed the schedule with minimal conflicting programming during these sessions. These sessions are your opportunity to gain big-picture insights and inspiration. Don’t miss out!

Our Concurrent Session talks represent the bulk of our topic-specific programming. During Concurrent Sessions, 3-5 talks are offered simultaneously, covering a range of topics. You choose!

General Session Talks

- **Kate Lundsten** - Building a Winning Team Culture
- **Christen Shefchunas** - Performance Mindset
- **Brent Arckey** - From Promise to Podium: Coaching Summer McIntosh on the Path to Paris
- **Chris Plumb** - Incorporating elite skill development while meeting physiological needs
- **Paul Donovan** - Long-Term Development Strategies at Jersey Wahoos
- **Russell Mark** - Freestyle Technical Needs and Race Demands
- *Additional Confirmed Speakers Coming Soon!*

Endless Pool Demos

Don't miss this incredible opportunity to witness top-tier coaches in action!

Brent Arckey (Sarasota Sharks)

Andi Kawamoto-Klatt (Irvine Nova)

Russell Mark (ASCA)

Cindy Freedman and Aileen Tisser (Swim Angelfish)

Bill Meier (Swim America)

Mary Korey (Greater Somerset County YMCA)

Michael Norment (University of Georgia)

Laura Mitchell (Alto Swim Club)

Chris Plumb (Carmel Swim Club)

Emilie Hoeper (Mason Manta Rays)

Kate Lundsten (Aquajets)

Additional Endless Pool Sessions Coming Soon!

Tracks at World Clinic 2025

Each track will provide a deep dive into key topics, led by an outstanding speaker line up!

Age Group Track

- Teaching That Sticks: Mastering Engagement & Learning with Laura Mitchell (ALTO) and Michael Hamann (FOX)
- Turns! with Russell Mark (ASCA Performance and Education Advisor)
- Speed Learning with Top 10 Age Group Coach of the Year Finalists
- Short Axis Skills with Andi Kawamoto-Klatt (NOVA)
- Teaching Butterfly From a Float with Kacy Ota (Clovis Swim Club)
- Designing a connected and driven system to support a singular vision with Chris Plumb (Carmel) and Brent Arckey (Sarasota Sharks) Moderated by Russell Mark
- Helping Athletes Transition from Age Grouper to Senior Level Swimming with Emilie Hoeper (Mason Manta Rays)
- Improving Swim Performance for Swimmers with Learning Disabilities and ADHD with Cindy Freedman (Swim Angelfish) and Aileen Tisser (Swim Angelfish)

Senior Track

- Thinking Outside the Lines: Innovative Training for Elite Skill Development with Herbie Behm (ASU)
- Turns! with Russell Mark (ASCA Performance and Education Advisor)
- Season and Weekly Planning for Olympic Champion Breaststroker Nic Fink with Michael Norment (University of Georgia)
- Success on the Sprint Side - Training to Race with Mary Korey (Greater Somerset County YMCA)
- Designing a connected and driven system to support a singular vision with Chris Plumb (Carmel) and Brent Arckey (Sarasota Sharks) Moderated by Russell Mark

- Backstroke and Underwater Skill Development with Kate Lundsten (Aquajets)

Business Track

- Building a Strategic Plan with Team Culture with Peter Verhoef (Bolles Swimming)
- Fostering Creativity: How Your Club Can Maximize Its Resources with Emily Melina (Lake Oswego)
- Panel Discussion: Coach Owned Teams with Chad Onken (Quest Swimming), Laura Mitchell (Alto Swim Club), Brian McGuire (McGuire Aquatic Club)
- Fundraising and Endowment Building with Rob Butcher (CEO, President, Swim Across America) and Ellen Johnston (Westport/Weston YMCA Water Rats)

College Track

- Thinking Outside the Lines: Innovative Training for Elite Skill Development with Herbie Behm (ASU)
- How NIL / House Settlement Is Changing Our Sport with Samantha Barany (Exec. Director, CSCAA) and Bill Dorenkott (Ohio State University)
- Season and Weekly Planning for Olympic Champion Breaststroker Nic Fink with Michael Norment (University of Georgia)

Head Coaching Track

- Science of Long Term Athlete Development with Paul Donovan (Jersey Wahoos)
- Developing and Leading Staff with Ian Murray (Dynamo Swim Club)
- Planning and Executing Your Club's Parent Education System with Mike Murray (Albany Academy) and Chuck Warner (Arete Aquatic Services)
- Designing a connected and driven system to support a singular vision with Chris Plumb (Carmel) and Brent Arckey (Sarasota Sharks) Moderated by Russell Mark

Learn to Swim Track

- The Bridge: How to Get Kids from Lessons to Your Team (Ashleigh Kramer, Rochester Swim Club)
- Marketing Your Club / Lesson Program with Bill Meier (Swim America National Director)
- How to Build a Pool for Under \$50,000 & Make Big Bucks with Russ Eidman (Patriot Swim School)
- Bookend Demographics to Expand Your Program with Karen King (King Swimmers)

More Tracks Coming Soon!

- High School Talks TBA
- Masters Swimming Talks TBA
- Para Swimming Talks TBA

Additional Offerings

- Panel Discussion: Hall of Fame Inductees Moderated by Ian Murray
- ASCA Membership Meeting with Jennifer LaMont (CEO) and Bill Dorenkott (President)
- Swim Workouts with Herbie Behm at Moana Springs Pool

- Restorative Dryland with Atiba Wade

Coaching Connections and Socials

- Opening Night Party in the Exhibit Hall (Wednesday)
- First Timers Meeting
- Coaches of Color Gathering
- Counsilman Creative Coaching Contest
- International Coaches Breakfast
- Hall of Fame Reception & Social (Thursday)
- Closing Night Party at the Edge Night Club (Friday)

Awards Presentations

- Fitter & Faster ASCA Age Group Coach of the Year Award Presentation
- ASCA Hall of Fame Induction Ceremony
- ASCA Impact Coach of the Year Award Presentation
- George Haines ASCA Coach of the Year Award Presentation