Originals generated by the breakout groups Statements knitted together We believe that through organized WE BELIEVE THAT THROUGH swimming we provide adults the greatest form of exercise to bring ORGANIZED SWIMMING WE immeasurable happiness and the true fountain of youth. PROVIDE ADULTS THE GREATEST FORM OF EXERCISE TO BRING IMMEASURABLE HAPPIALESS AND THE TRUE FOUNTAIN OF YOUTH We are passionate about making swimming, the best sport on the planet, incredibly fun and reveling in the sense of accomplishment it give us. We make swimmington Passionate about swimming Best sport on planet How Sense of Accomplishment Provide Competition Drinkingteam w/swin problem Travel Goalsetting

We believe swimming enhances our er)e.10 lives physically, mentally and socially and that Masters Swimming includes us all to have fun, be fit and enjoy it with friends. IMMING ENHANCES OUR LIVES: Physical Mentel Social SWIMMING SUS ALI We believe that swimming is the Ythe healthiest activity with infinite benefits for mind and body for We believe people of all ages. that swimming is the healthest activity with infinite bonefits for We provide a personal connection to provide opportunities to swim and achieve challenge, achievement and mint is lood go for people of all ages. recognition. How we provide a personal connection to provide opportunities to swim and schiene challege, achievement & recognition

We love the connection we feel with he lave connection water and with others. U.S. Masters Swimming provides a one-stop shop for fellowship, fitness w/water + o thers and competition USMS provides a one stop shop for followship fitness + competition. We believe adults need lifelong Why ! physical activity to assure continued health and wellness. We also believe swimming meets this need. WE BELIEVE ADULTS NEED We promote this by encouraging adults to swim...and make that LIFELONE Physical Activity possible through the multitude of swim programs, fitness challenges TO ASSURE CONTINUED and competitions available at the USMS.org website. HEALTH AND WELLNES. WE ALSO BELIEVE SWIMNS BEST MEETS THIS NEED HOW? BY ENCOURAGING ADULTS TO Swim WHAT? MULTITUDE OF Javim PEMS AT USMS WEBSITE

