



Dear USA Synchro Family,

As I travel to the 2010 eSynchro Age Group Synchronized Swimming Championships in the Town of Tonawanda, New York I would like to congratulate all of our swimmers who have qualified for this national competition and also congratulate those of you who participated in the qualifying events. You all worked hard this year and challenged yourselves to improve physically and mentally. Congratulations to the Tonawanda Aquettes and their parents and supporters for hosting the largest annual synchronized swimming competition in the world.

Synchronized swimming in the United States has a long and very successful history. We were pioneers in the sport and helped to bring synchronized swimming to the world and to its status as an Olympic sport. One of the challenges we are facing is to join our history with a new era of women, sports, marketing and technology. The culture of an organization is the values and structure around which it operates. So until the context is shifted from one of survival to one of growth, a culture of cautiousness will teach people to dance around issues and adhere to prevailing opinion. We need courage and creativity to change the perspective of our organization, to identify present and emerging organizational values as a checklist for the future.

Which game are we playing? Are we playing to win or are we playing not to lose? Playing to win is growth, letting go, creating what can be, partnering, courage, and being accountable. Deciding which game to play is a starting point for significant organizational change. When I was elected as President of USA Synchro, my goal was to lead the organization to “play to win.” As the world and its game change, what kind of opportunity does the new game represent for our organization? What kind of personal changes will be required of each of us to be a successful player in the new game? How prepared is our organization to play to win in this new world? I believe we can position synchronized swimming to become more relevant to the young women of our country.

Our first step was to reassess the image of the sport, to define the image we want for synchronized swimming. Synchronized swimming is the ultimate team sport; a sport for the next generation of women- multitasking, technologically savvy women. Our new logo and brand make a connection to the past while modernizing our look for the future. With the new brand and image, we are re-doing our marketing and strategic plan.

**U.S. SYNCHRONIZED SWIMMING, INC.**

132 E WASHINGTON STREET, SUITE 820 • INDIANAPOLIS, IN 46204 • 317.237.5700 • [WWW.USASYNCHRO.ORG](http://WWW.USASYNCHRO.ORG)  
PATRIOTISM • POWER • PERSEVERANCE • PERSONALITY • PERFORMANCE • PRECISION



My vision was to use technology to develop a broad based community around synchronized swimming. We have a great start with the new website which allows us to connect and communicate in new ways. With things like online educational opportunities and online event registration, we are changing. We are streamlining toward the future. We are working to develop strong athletes in all of our local teams and develop consistency across the country through a restructuring of our national team program. Our 2010 national teams are built from a diverse cross-section of clubs around the country. We expect this to continue with our new competencies so that our sport will grow equally successful around the country. With this same passion and purpose, we will be working on our programs this next year.

What do we have to look forward to:

Developing new systems and strategies that will address and support the dynamic vision of our organization, modifying our long guarded structures and roles so they are precisely compatible with the dynamic vision and purpose of our organization, making changes in a logical fashion with careful timing so that success can be assured and helping the organization become developmentally and participatory focused while having the elite level program a value-added bonus.

I take great pride and responsibility in leading this organization by providing decision making that is relevant to growth and sustainability.

Congratulations to our Junior, 13-15 and 11-12 National Team Members. I know you are training hard and will represent our country well. Good luck to all of you!

All the best,

A handwritten signature in black ink that reads 'Duke Zielinski'. The signature is written in a cursive, flowing style.

Duke Zielinski

President USA Synchro