FOR IMMEDIATE RELEASE
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ASCA and Ohio Swimming Announce New Partnership to Expand Development Opportunities for Ohio Coaches

The American Swimming Coaches Association (ASCA) and Ohio Swimming, Inc. (OSI) have announced a new partnership designed to expand access to professional education, certification and coaching development opportunities for coaches throughout Ohio.

Beginning November 2, 2026, the partnership will provide Ohio coaches with significant discounts on ASCA membership and certification courses, access to a new Ohio-specific coaches clinic, opportunities for recognition at ASCA clinics and ongoing professional development resources.

The agreement also represents an important step in developing stronger connections between ASCA and Local Swimming Committees (LSCs), with the potential to inform future collaborations designed to better support coaches at the local level.

"This partnership represents a tremendous opportunity to put more professional development resources directly into the hands of Ohio coaches," said Jennifer LaMont, CEO of ASCA. "Ohio Swimming is making a meaningful investment in its coaches, and ASCA is excited to support that investment with education, certification, clinics and opportunities for coaches to connect and grow. When we invest in coaches, we invest in the athletes they serve and in the future of our sport."

Significant New Benefits for Ohio Coaches

Beginning November 2, 2026, coaches throughout Ohio will have access to several exclusive benefits through the partnership:

- **ASCA Membership for just $50:** All Ohio coaches will be eligible for a one-year ASCA membership for $50, compared with the regular $129 membership rate.
- **20% off ASCA Certification Courses:** Ohio coaches will receive a 20% discount on all new online ASCA certification courses.

- **Ohio-Specific Coaches Clinic:** ASCA will provide an Ohio-specific coaches clinic during the partnership. The clinic will be scheduled after at least 300 Ohio coaches have obtained ASCA membership. Ohio coaches will receive a reduced registration rate of $50, with the location, speakers, format and topics determined jointly by ASCA and Ohio Swimming.
- **Clinic Opportunities for Coach Recognition:** Ohio Swimming will receive five passes each year to the ASCA World Clinic or an ASCA Regional Clinic to use for recognition programs such as Coach of the Year and other awards.
- **Ongoing Education and Communication:** ASCA will provide Ohio-specific marketing materials and monthly updates on educational opportunities for inclusion in Ohio Swimming communications.

A New Era for ASCA

The partnership launches at an exciting time for ASCA as the organization introduces **A New Era for ASCA: Simpler. Smarter. Stronger.**

Beginning November 2, ASCA will launch a redesigned website, a new mobile app, expanded educational offerings and a completely modernized certification system.

The new certification pathway is designed to provide coaches with a more accessible, education-focused approach to professional development. Coaches can progress through Levels 1–5 through coursework, continuing education and coaching experience.

For Ohio coaches, the timing of the partnership means they will be among the first to take advantage of the new system while receiving the special benefits negotiated through Ohio Swimming.

Investing in Ohio's Coaches

The agreement reflects Ohio Swimming's commitment to supporting its coaching community and recognizing the critical role coaches play in athlete development and the health of the sport.

"Our coaches are the foundation of everything we do in Ohio Swimming," said Jim Peterfish, General Chair of Ohio Swimming. "This partnership is an investment in their success and, ultimately, in the success of our athletes. By making ASCA's education, certification and professional development opportunities more affordable and accessible, we're giving our coaches more tools to grow and succeed."

For more information about ASCA and its educational programs, visit swimmingcoach.org.

About the American Swimming Coaches Association

Founded in 1956, the American Swimming Coaches Association (ASCA) is dedicated to inspiring, supporting and advocating for swim coaches while elevating the profession

and uniting coaches at every level. ASCA provides professional education, certification, mentorship, networking opportunities and advocacy for coaches throughout the United States and internationally.

About Ohio Swimming

Ohio Swimming, Inc. (OSI) is a Local Swimming Committee of USA Swimming dedicated to supporting competitive swimming, athlete development and the coaching community within its jurisdiction. Through programs, competitions and educational initiatives, Ohio Swimming works to strengthen the sport and create opportunities for swimmers and coaches at every level.