

Bill Brenner

Partner, Education

Full swimming & coach education record

Partner, Education, SwimWise LLC (2026–present)

Aquatics executive, coach educator, and lifelong swimmer whose career spans age-group, collegiate, and Masters coaching; national adult-swimming program development; club growth; and adult learn-to-swim instruction. Over 15 years at the U.S. Masters Swimming National Office, he built the coach and instructor education system that trained a generation of Masters coaches and Adult Learn-to-Swim instructors, retiring from USMS in 2026. At SwimWise he and Bill Meier have created a new in-person adult swimming education curriculum — swimmer clinics, coaching workshops, and instructor training — and teach every course together.

COACH & INSTRUCTOR EDUCATION — NATIONAL IMPACT

USMS Coach Certification	- Developed the four-level USMS coach certification curriculum - Taught certification courses to thousands of Masters coaches - Wrote the USMS Clinic Course for Coaches, drawn from 20–30 stroke clinics coached each year
USMS Adult Learn-to-Swim Certification	- Developed the USMS ALTS certification program - Taught certification courses to hundreds of adult swim instructors - Identified, trained, and managed a corps of ALTS lead instructors

U.S. MASTERS SWIMMING — NATIONAL OFFICE

Staff Positions	- Senior Director, Club and Coach Development / Services (2021–2026) - Chief Operating Officer and Education Director (2016–2021) - Interim Chief Executive Officer (2015–2016) - Coach and Club Services Director (2011–2016)
Club Development	- Supported 1,500+ USMS clubs and workout groups nationwide - Launched new Masters programs in underserved markets - Maintained USMS partnerships with USA Swimming, USA Triathlon, YMCA of the USA, Life Time Fitness, and Kroc Centers - Speaker at national aquatics conferences
Committee Service (ex officio unless noted)	- Coaches Committee (2013–2026); Member (2010–2011) - Ad Hoc ALTS Programming Committee (2020–2026) - National Coaches Clinic Planning (2012–2024, biennial) - Volunteer Relay Meeting Planning Subcommittee (2022–2025) - Rules Committee (2018–2022) - Governance Committee (2016–2021) - Swimming Saves Lives Foundation (2019–2021) - Fitness Education Committee (2018–2019) - Open Water Committee (2018–2019) - Legislation Committee (2018) - Long Distance Committee (2018) - Compensation and Benefits Committee (2016) - Championship Committee, Member (2012)

AWARDS & RECOGNITION

- 2026 USMS retirement tribute: “the driving force behind our coach certification program, USMS’s Adult Learn-to-Swim curriculum, and a leader in club development”
- 2025 New England LMSC Lifetime Appreciation Award

COACHING & WATER SAFETY

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| Certifications | <ul style="list-style-type: none">• USMS Certified Level 4 Coach (2014–present); Level 3 (2012); Levels 1 and 2 (2011)• ASCA Certified Level 3 Coach (2011–present)• USMS Certified Adult Learn-to-Swim Instructor (2015–present) |
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| Private-Sector Aquatics | <ul style="list-style-type: none">• Owner, pool-service company, prior to joining USMS |
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| Coaching Positions (40+ years) | <ul style="list-style-type: none">• Coach, Sarasota YMCA Sharks Masters (2008–2012); also meet director and support team member• Assistant Swim Coach, UNC Chapel Hill Swimming & Diving (1987–1991)• Head Swim Coach, Cabarrus Country Club, Concord, N.C. (1977–1981) |
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COMPETITIVE SWIMMING

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| U.S. Masters Swimming | <ul style="list-style-type: none">• Six-time USMS Relay All-American (pool)• Six USMS relay national records (Sarasota Sharks)• 159 USMS Top 10 performances: 75 individual, 84 relay• 524 recorded USMS swims |
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| Collegiate | <ul style="list-style-type: none">• Varsity swimmer, UNC Chapel Hill (1977–1978)• B.A., Chemistry, UNC Chapel Hill (1981)• Endowed the William E. Brenner Jr. Swimming Scholarship at UNC with his wife, Pam |
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SWIM TEAM AFFILIATIONS

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| U.S. Masters Swimming (2007–present) | <ul style="list-style-type: none">• Sarasota Sharks Masters (SHARK; formerly SYSM), Sarasota, Fla. (2008–present)• North Carolina Masters Swimming (2007–2008) |
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| College and High School | <ul style="list-style-type: none">• University of North Carolina at Chapel Hill Swimming & Diving (1977–1978)• Chapel Hill High School, Chapel Hill, N.C. (1975–1977); Captain (1976–1977) |
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| Youth Age-Group Teams | <ul style="list-style-type: none">• Chapel Hill YMCA, Chapel Hill, N.C. (1969–1977)• Lake Erie Silver Dolphins, Cleveland, Ohio (1964–1969) |
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Bill Meier Partner, Education

Full swimming & instructor education record

Partner, Education, SwimWise LLC (2026–present)

Adult learn-to-swim pioneer, Masters coach, water-safety advocate, and athletics administrator. His initial manual and New England pilot became the foundation of the USMS Adult Learn-to-Swim program, and he has since trained nearly 2,000 instructors in more than 35 cities. At SwimWise he and Bill Brenner have created a new in-person adult swimming education curriculum — swimmer clinics, coaching workshops, and instructor training — and teach every course together.

ADULT LEARN-TO-SWIM — NATIONAL IMPACT

Origin and Pilot	• Wrote the initial manual on teaching adults to swim in the Berkshires and recruited Masters swimmers to teach from it • Trained an initial 250 New England LMSC members to teach adults in their own communities • Launched April as Adult Learn-to-Swim Month — proclaimed by state governors in New England and beyond
USMS Adult Learn-to-Swim	• Wrote the manual U.S. Masters Swimming adopted as the foundation of its national program • Lead trainer for USMS instructor development • Trained nearly 2,000 instructors in more than 35 cities • Taught USMS in-person courses and clinics across the country for more than a decade • Led Swimming Saves Lives Foundation grant programs at eight New England teams, teaching more than 400 adults • Each April leads his Masters swimmers in free adult swim lessons for local residents

COACHING & AQUATICS LEADERSHIP

Coaching Positions	• Head Coach, Simon's Rock PaceMakers Masters (20+ years) • Head Coach, Simon's Rock Llamas college swim team • Head Coach, USMS High Performance Camp (2016) • Founder and Head Coach, South County Falcons age-group swim team (1994–1998) • High school swimming
Administration	• Aquatics Director, Kilpatrick Athletic Center, Bard College at Simon's Rock • Athletic Director, Bard College at Simon's Rock
SwimAmerica	• Founder and Program Director, Western Massachusetts (1995–2025) • National Director (2022–2025)
International	• Led swim instruction in China (2023) • Developed Montserrat's first lifeguard corps and training program, certified by Canada's National Lifeguard Service

AWARDS & RECOGNITION

- 2026 New England LMSC Hall of Fame Inductee
- 2025 USMS Coach of the Year
- 2024 New England LMSC Coach of the Year
- 2024 USMS Kerry O'Brien Coaches Award
- 2019 USMS Fitness Award
- 2014 USMS Dorothy Donnelly Service Award

U.S. MASTERS SWIMMING — GOVERNANCE

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| National | <ul style="list-style-type: none">• Ad Hoc ALTS Programming Committee (2020)• Swimming Saves Lives Foundation (2016–2018)• House of Delegates, New England delegate |
| New England LMSC | <ul style="list-style-type: none">• Board of Directors (2011–2022); Chair (2011–2015) |
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CERTIFICATIONS & WATER SAFETY

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| Certifications | <ul style="list-style-type: none">• USMS Certified Level 4 Coach (2015–present)• USMS Certified Adult Learn-to-Swim Instructor (2015–present)• American Red Cross Instructor Trainer |
| Water Safety | <ul style="list-style-type: none">• Certified nearly 1,000 Red Cross lifeguards• Helped make tow floats standard safety equipment among New England open water swimmers• Great Barrington Parks Commission (2016–present); runs open water swimming clinics for Berkshires residents |
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OCEAN LIFEGUARDING & SURF

- Ocean Lifeguard, Nassau County, New York (1979–1987); Lieutenant (1983–1987)
- Nassau County lifeguard competition team (1980–1987)
- MVP, Northeast Lifeguard Championships (1987)
- New England Longboard Surfing Champion (1997)

SWIM TEAM AFFILIATIONS

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| U.S. Masters Swimming | <ul style="list-style-type: none">• New England Masters Swim Club (NEM); Simon's Rock PaceMakers (SRPM) workout group |
| College | <ul style="list-style-type: none">• SUNY Albany Great Danes; Captain (1984) |
| Youth | <ul style="list-style-type: none">• AAU swim team, Echo Park Pool, West Hempstead, New York (1974–1979)• Catholic Youth Organization swim team (1970–1974) |
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PATENT, PUBLICATIONS & MEDIA

- U.S. Patent 6,039,572 — floating swim instruction platforms (2000)
- *Water Rites*, novel (2012)
- “Beyond the Buoys” open water clinic, *The Christian Science Monitor* (Aug. 16, 2021)
- Adult Learn-to-Swim featured in “A Stroke You Must Have,” Jane Brody, *The New York Times* (April 28, 2014)

Douglas Sayles

Partner, Operations & Marketing

Full swimming & governance record

Partner, Operations & Marketing, SwimWise LLC (2026–present)

Nonprofit governance leader, event organizer, and coach. Fifteen years on Masters Swimming boards and committees. Directs pool and open water championship and charity events. Former communications executive who gives good ideas structure and voice.

U.S. MASTERS SWIMMING — NATIONAL

- House of Delegates (2012, 2014–present)
- LMSC Development Committee (2023–present); Chair (2024–2025)
- Volunteer Relay National Meeting Planning Subcommittee (2024–present); Co-Chair (2026–present)
- Volunteer Roles Subcommittee (2023)
- Legislation Committee (2020–2022); Secretary (2022)
- Registration Task Force (2020)
- Membership Committee (2013, 2020–2021)
- Governance Committee (2019)

USMS Awards & Recognition

- 2024 Ted Haartz Staff Appreciation Award
- 2023 Dorothy Donnelly Service Award
- 2023 SWIMMER Magazine volunteer profile (Jan–Feb issue)
- 2019 USMS Long Distance Open Water All-American
- USMS Top 10: 5 individual, 15 relay
- USMS swimmer page: usms.org/people/S0UPY

USMS — COLONIES ZONE

- Championship Meet Director (2023–present)
- Chair (2021–2025)
- Vice Chair (2019–2021)

USMS — NEW ENGLAND LMSC

Roles	• Board of Directors (2012–present)	• Board Chair & Assistant Registrar (2015–2019)
	• Membership Coordinator (2019–present)	• Interim Vice Chair & Open Water Sanctions Chair (2015)
	• Interim Secretary (2023)	• Registrar (2012–2015)

USMS — NEW ENGLAND LMSC (continued)

Board Assignments	• Championship Meets Subcommittee (2022–present) • COVID-19 Relief Grant Program Task Force (2020) • Grievance Subcommittee Chair (2018–2020) • Lake Willoughby Open Water National Championship Task Force (2018–2019)
USMS Volunteer Relay / LMSC Leadership Summit	• Attendee (2015, 2017, 2019, 2022–present) • Panelist / Moderator (2022–present)
LMSC Awards & Recognition	• 2025 NELMSC Hall of Fame “Contributor” Inductee • 2023 NELMSC Distinguished Service Award • 2016 NELMSC Contributor of the Year Award

SWIM EVENT MANAGEMENT & PROMOTION

Swim Across America — Rhode Island Open Water Charity Swim	• Event Director (2020–present) • Assistant Event Director (2019)
USMS Regional Governing Body Meet Planning Committees (2022–present)	• Meet Director or Co-Director, Colonies Zone Short Course Yards Championship (2024–present) — 2026 George Mason University · 2025 Harvard · 2024 Jeff Rouse Swim & Sport Center • Meet Co-Director, New England LMSC Short Course Yards Championship (2024–present) — 2025–2026 Harvard University · 2024 Harvard & Boston Sports Institute Wellesley • Meet Director, Colonies Zone & NELMSC Short Course Meters Championship (2024–present) — 2025 Boston University · 2024 Worcester Polytechnic Institute • Meet Co-Director, New England College Club & Masters Swimming Meet (2023–present) — 2024–2025 Boston University · 2023 University of Rhode Island • NELMSC Task Force, Lake Willoughby Open Water National Championship (2018–2019)
Other Events	• Registration & Sanctions Coordinator, Waterman Eco-Challenge Ocean Swim (2026) • Registration Coordinator, HAWKtoberfest Adult SCY Swim Meet, University of Rhode Island (2023) • Team Captain (SwimRI, Newport Athletic Club), Save The Bay Swim for Narragansett Bay (2010–2021) • Meet Co-Director, SwimRI “Stuffies v Steamers” Dual Meet (2013–2021) — 2021 Pods Swimming · 2013–2020 Providence College • Open Water Race Volunteer / Committee Member, Clean Ocean Access “Swim to Skim” (2014–2019) • Open Water Race Committee, Rhode Island Aquatic Hall of Fame Swim (2012–2016)

COACHING & WATER SAFETY

Coaching

- USMS Certified Level 3 Coach (2012–present)
- Member, American Swimming Coaches Association (2011–present)
- SwimRI Masters (NEM-SWMR): Co-Administrator (2011–present); Ad Hoc Coach (2015–2018)
- Coach, Newport Athletic Club (2009–2014)
- College Club Coach, Salve Regina University Swim Club, Newport, R.I. (2012)
- Youth Assistant Coach, West Morris YMCA Swim Team, Randolph, N.J. (1988–1989)

Water Safety

- USMS Certified Adult Learn-to-Swim Instructor (2015–present)
- Pool & Hot Tub Alliance Certified Pool Operator (2018–2023)
- American Red Cross Lifeguard & Water Safety Instructor — Horseshoe Lake, Succasunna, N.J. (1984–1990); Bucknell University, Lewisburg, Pa. (1985–1987); Morris Center YMCA, Morris Plains, N.J. (1984–1985)

SWIM TEAM AFFILIATIONS

USA Swimming (2026–present)

- Kingfish Swimming (KING), Rhode Island

**U.S. Masters Swimming
(2009–present)**

- New England Masters Swim Club (NEM) — SwimRI Workout Group (2011–present); NEM Unattached (2010–2011)
- New England LMSC Unattached (2009)

Independent Fitness Swimmer

- Newport Athletic Club, Middletown, R.I. (2007–2008)
- Vanderbilt YMCA, New York, N.Y. (1995–1997)
- West Morris YMCA, Randolph, N.J. (1991–1994)

College and High School

- Bucknell University Swimming & Diving, Lewisburg, Pa. (1985–1988)
- Roxbury High School, Succasunna, N.J. (1981–1985); Captain (1984–1985)

Youth Age-Group Teams

- Morris Center YMCA, Morris Plains, N.J. (1984–1985)
- West Morris YMCA, Randolph, N.J. (1979–1984)
- Lakeland Hills YMCA, Mountain Lakes, N.J. (1977–1979)
- Horseshoe Lake, Succasunna, N.J. (1976–1985)

Taught to swim by Dave Gardner in Lake Hopatcong, N.J.