

# SAVING TIME & MONEY WHILE MANAGING OVER 450 SWIMMERS

## MAKING A SPLASH WITH ACTIVE'S TEAM MANAGEMENT SOLUTIONS



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Paul Mazzarelle, Fairfield, California's Solano Aquatic Sea Otters

There are few sports where timing is as important as it is in swimming. For head coach Casey Hnatiuk of Lyons Swim Club in Western Springs, Illinois, the key to running a successful club is all in the timing. Recording time, making time and saving time.

We recently sat down with Casey, whose club boasts over 450 swimmers on top of a Masters program, water polo and diving.

### Lyons and ACTIVE relay for the win

#### WHAT ACTIVE PRODUCTS DO YOU USE?

Our club has been using online registration through ACTIVE for three years. Prior to that, we imported all of our registrants by hand. With over 450 participants, that was a lot of paperwork.

Also, we are currently using Team Manager 6.0 and Meet Manager 4.0. We've been using these two programs since the very beginning. They are the industry standard. This summer, we started using Meet Mobile. It is an excellent product.

We are very excited about the heat sheets available on the app, which cut down on volunteers, paper and printing.

#### WHY DID YOU CHOOSE ACTIVE?

We've looked at other systems, but we are able to do everything we need with ACTIVE. All of the products are set up so they talk to each other. It is very easy to go between the different applications. We are very happy.

#### WHAT HAS YOUR EXPERIENCE BEEN LIKE WITH ACTIVE'S CUSTOMER SUPPORT?

Our experiences with customer support have been very positive, with extremely quick responses. We recently went through a site upgrade. The process was seamless. Also, any problems our bookkeeper has with registration and payments are taken care of right away. We are very happy. You treat us well. Any time we need anything, ACTIVE support is there.

Find out how you can simplify your swim club management:

[ACTIVEswim.com](https://www.ACTIVEswim.com)

### WHY WERE YOU LOOKING FOR REGISTRATION SOFTWARE IN THE FIRST PLACE?

When the club built a new pool in 2004, we got a huge influx of participants. With all of the registrants, it was hard to manage the thousands of pieces of paperwork. Our bookkeeper has told me horror stories about the old paper sign up process.

Now, when registering through ACTIVE, the participants pay with a credit card. We are also able to offer different payment plans. It has been very successful for us, with about 99% of our people using the online registration. We have three seasons for sign up – fall/winter, spring and summer. There is a separate fee for each season. The participants can break each season into payments and everyone pays in full by the end of the year.



### HOW MUCH TIME HAS ACTIVE'S ONLINE REGISTRATION SAVED YOU?

Our administrative time has been cut in half. We went from working about 40 hours a week on all of the registrations down to 20. Using a variety of products saves us time on all ends. I love being able to save my workouts. Not having to fill out registration forms, contact info, emergency info and carry it around everywhere is also a big plus.

### HAS YOUR REVENUE INCREASED?

Our revenue has increased and our budget has gone up. Taking payments online is easier to track and communication is much better. It has cut down on the kids that normally slip through the cracks.

### WHICH FEATURES DO YOU USE THE MOST?

For Team Manager, the reports are the best. We do a ton of meet entries and relay reports. I enjoy the new upgrade that shows how many kids are at meets. I am able to easily view and print the reports.

“ With 450 kids, just pushing a button to get them registered is so convenient for us. ”

Casey Hnatiuk, Lyons Swim Club, Western Springs, Illinois



We also import registrations into Team Manager. It is a huge time saver. With 450 kids, just pushing a button to get them registered is so convenient for us.

We utilize the website as well, which we had designed using ACTIVE's Content Manager (ACM). It is nice to have all of our information in one place. I am not a big computer guy, but I can go in and change and work with the website pretty easily.

Lastly, the Meet Mobile app was great at our preliminary finals we held over the summer. The results were up on the app before they were even posted up on the wall. It is great to not have to wait around to see if your kids have qualified.

### HAS ANYONE USED THE SOFTWARE IN WAYS YOU DIDN'T ANTICIPATE?

We hosted a team outing at a video gaming facility and used ACTIVE's online registration tools to register everyone for it, including a custom form. It worked great and kept us very organized. We also use it for our end-of-the-year banquets.

### WHAT WOULD YOU SAY TO SOMEONE WHO'S CONSIDERING ACTIVE'S SWIMMING SOFTWARE?

I would tell someone to just look at ACTIVE's success. ACTIVE is the industry standard at swim meets across the country. It is easy, extremely user friendly and the customer support is fantastic.

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