

PRESS RELEASE:

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**The American Swimming Coaches Association
Names Steve Roush as CEO Effective January 2020**

The American Swimming Coaches Association (ASCA) is proud and excited to announce the next era of leadership in the sport of swimming in the naming of its fifth CEO in the 64-year history of the organization. Effective January 1, 2020, Steve Roush will succeed John Leonard who has led the association for the last 35 years.

Under Coach Leonard's leadership, the ASCA has grown from "a one person (full-time) operation" into a staff of more than ten full and part-time employees that serve what is now one of the largest and most influential coach's associations of any type, in the world. During Leonard's tenure, the voluntary membership has increased from less than 1000 members to over 11,000 domestic and international coaches. Roush will be responsible to serve athletes through coaches by preserving and expanding ASCA programs that Leonard has developed in education, leadership, SwimAmerica (learn-to-swim) and the cooperative efforts of swim coaches in America and around the world.

Search Committee Chair Coach Mark Schubert said, "John Leonard is one of the most important people in competitive swimming. His fight for clean sport has had many victories. I'm pleased that John will remain employed on a part-time basis and assist Steve Roush in the service of coaches and the sport."

"With John continuing to serve the ASCA and the sport on a part-time basis, and the broadening of senior leadership, the ASCA is poised to make an even greater impact in education and leadership in the years and decades to come," says ASCA Board President Coach Heidary. "The global swimming community will never fully understand the depth of dedication to coach education and the unrelenting pursuit of leadership and integrity in the sport that John Leonard has provided. Please join us in welcoming Steve Roush and offering a heartfelt thank you to John Leonard."

Steve Roush brings with him a vision for expanding the ASCA in its service and support of coaches. Heidary said, "Steve Roush brings unparalleled experience at the highest levels of the sport, as well as a passion for the role of the coach and the development of athletes at all levels."

Roush is an alumnus of the University of Wisconsin, from which he earned a bachelor's degree in physical education in 1985 and his MBA in Finance, Investment and Banking in 1989. He served as an assistant coach at Northwestern University in 1987-88, and then returned to the University of Wisconsin to coach under Coach Jack Pettinger from 1988 through 1994. When asked about one of his most important sustained characteristics that was reinforced in that experience, Roush says, "integrity."

Since moving into administration he has earned an extraordinary resume and reputation in the world of sport. From 1994-2000, he served as Assistant Executive Director of USA Swimming. In July of 2000, he moved over to work for the United States Olympic Committee (USOC) as a Sports Partnership Director. In 2003, Roush was promoted to Chief of Sport Performance. In this position, Roush worked with coaches of many sports, including swimming, in preparation for what resulted in a record-setting showing at the 2006 Torino Winter Games (25 medals, the most ever for a U.S. Winter Team competing outside the United States) and an even greater performance for the USA at the 2008 Beijing Games (110 Medals, the most ever for a U.S. Team in a full-participation Games).

In 2009, Roush left the USOC and upon his departure USOC Chief Executive Officer Jim Scherr said, "Steve's unwavering commitment to excellence on the field of play will be the hallmark of his tenure at the USOC. He has been tireless in making certain our athletes and National Governing Bodies have the resources and support they need to excel."

Shortly after departing the USOC Roush began his current position as the head of BCW Consulting's (international sports consulting) Sports Performance activities, where he provides assistance to sports organizations and governmental agencies in improving elite athlete performance by providing strategic advice, as well as tailored consulting and training programs in areas such as: Athlete Development Pipeline, High Performance Planning, Olympic Games preparation consultation, Sport Organization Development and Evaluation of sports performance systems.

"Coaching remains one of the more truly honorable professions that can have such a dramatic impact on the lives of so many young athletes," says Roush. "The ASCA remains one of the associations that continues to support their membership in this worthy pursuit. The opportunity to become the CEO of the ASCA is a dream come true. The chance to work in the swimming field again and work closely with the coaching community is my chance to give back to a profession that provided me with a solid foundation that I used throughout my career."

Coach Schubert added, "We expect Steve to be a fantastic leader both on the domestic and international level and continue the building of the ASCA as it serves coaches of age-group through elite swimmers thereby assisting our athletes at every level."

The transition plan includes Coach Leonard continuing to lead the ASCA through December of 2019, and then assist Steve Roush through the new year and beyond. The window is a strategy

that has been set in motion by the ASCA Board, and Leonard himself, to provide Steve Roush preparation time for the best possible launching pad for his tenure.