



## **International Marathon Swimming Hall of Fame Spring 2019 Newsletter**

### **Melbourne Australia – March 2019 Inductions and Awards Weekend**

We have just concluded a very successful weekend. Kudos to Executive Member Melissa Cunningham who led the organizing and did most of the work herself! The event set a new standard compared to the previous five events:

- the first ever for the IMSHOF in Asia Pacific.
- dinner attendance of more than 90
- first ever color booklet
- a full weekend of organised events: Friday pm BBQ, 10k on Saturday am, Saturday night dinner and Sunday am 1.5k “fun” swim
- a private donation enabled the “free bars”
- better video
- all honorees were involved in the Induction/Awards presentations
- more representation from local marathoners
- a place on the program for a honoree who was unable to make their 2018 Induction > Trent Grimsey
- Two of only four swimmers to execute triple crossings of the English Channel present: Philip Rush – NZL 1985 (the earliest Honoree in attendance) and Chloë McCardel – AUS 2016 (the youngest Honoree in attendance).

A few pictures to give a flavour of the evening.

A private donation enabled personalize green sashes to be presented to Honorees who “missed” getting one in the past. This funding will allow the same to happen for a few years in the future:



Dual Honoree Sandra Bucha presented the ISHOF Awards. Her green IMSHOF sash was (on top) except during the ISHOF presentation when her red ISHOF sash was (on top):



All Honorees and Beth Yudovin (IMSHOF Executive Committee) captured in one picture. From left to right: Luciano Cotena – ITA 2019, Dick Campion – AUS 2010/11, Philip Rush – NZL 1985, Sandra Bucha – USA 2014, David O'Brien OAM – AUS 2017, Sue Guesdon - AUS 2019, Beth Yudovin USA, Trent Grimsey - AUS 2018, Sally Minty-Gravett MBE - GBR 2005, Chloë McCardel – AUS 2016, Yuko Matsuzaki – JPN 2010/11, James Pittar – AUS 2009, Pat Gallant-Charette - USA 2019, Forrest Nelson – USA 2015, Jaimie Monahan – USA 2018, Tamara Bruce – AUS 2017, Ned Denison – IRE 2012, Chris Guesdon - AUS 2019 and Melissa Cunningham - AUS 2013.



All the Australian Honorees – the most ever assembled!



## Local Language Translations

We are looking for volunteers to help complete local language translations for the website section for Honorees: <https://imshof.org/>

Good examples are Class of 2019 Honor Swimmers: Ana Marcela Cunha and Thomas Lurz. For any Honorees with a native/current language other English – **anyone** please complete a translation and email to [ned.denison@corkopenwater.com](mailto:ned.denison@corkopenwater.com) to have it added.

This is a small step to continue moving towards a fully global, all encompassing organization.

Thank you in advance

## 2020 Inductions and Awards Weekend

The plan is to hold this in New York City. There is much to do before we announce a date and venue – stay tuned and start planning a holiday!

### Social Media – the Purpose

The IMSHOF website is mostly static and serves as the location of record for the organization and Honorees. There are hyperlinks to <https://www.openwaterpedia.com> for more dynamic content. IMSHOF also operates off two different social media platforms: FaceBook: <https://www.facebook.com/IMSHOF/> and Instagram @imshofame.

All of the above help IMSHOF execute our mission as follows:

To promote the benefits and importance of traditional and competitive marathon swimming as a key to fitness, good health, quality of life, and water safety. We do this by maintaining a dynamic shrine dedicated to the history and recognition of marathon (open water) swimmers, including persons involved in life-saving activities of administration, general support, education and environmental awareness throughout the world, whose lives and accomplishments serve to inspire, educate, and to be role models for all.

Duties

- To nominate, and select on an annual basis, outstanding individuals or groups who qualify under the criteria for selection to the IMSHOF; traditional and competitive marathon swimmers, officials, administrators, support and safety groups and contributors, who help make the sport possible throughout the world.
- To establish and maintain a biography of the inductees selected as honorees into the IMSHOF.
- To accept nominations and award, on an annual basis, on behalf of the ISHOF, The Irving Davids/Captain Roger Wheeler Memorial Award.
- To accept nominations and award, on an annual basis, on behalf of the ISHOF, The Poseidon Award.
- To accept records and memorabilia of nominees, and provide these to the ISHOF Henning Library, archives and the ISHOF Museum on behalf of the IMSHOF.
- To conduct, on an annual basis, an IMSHOF Awards and Induction ceremony for the various award winners.
- To develop and maintain an ISHOF/IMSHOF website to promote and provide up-to-date information via periodic newsletters and external links, to its membership and the world at large regarding the world of Marathon Swimming.

The IMSHOF uses FaceBook and Instagram as a casual and dynamic medium with these goals:

1. Have a consistent source of new posts to keep this “feed” present for those who opt to “follow” the page and on the home page of others.
  - a. It is difficult and time consuming to create new content so our authors most of the time are linking to other published content. This typically comes from <http://dailynews.openwaterswimming.com/>, other posts on Facebook and links/material sent in by Honorees and other supporters.
2. Heavily promote the annual Induction/Awards dinner (weekend) and associated announcements and nominations.
  - a. The Facebook coverage during and immediately after the annual Induction/Awards dinner (weekend) usually results in our peak period of “likes” and “follows” and “reach”. Possibly our gang looks better in evening dress than speedos? Folks who attended want to see all the pictures, video to rel-ive the event. Folks who didn’t attend like to see how we age, who was there - and get some flavor of the evening from afar. The number of “likes” was amazing for the pictures of the icy swim in the Thames in 2018 by a few Inductees (who should have known better!).
  - b. We unapologetically use the page to drum up interest before the dinner to maximize interest, get current and new Honorees to attend and fill the dining room on the night with other paid guests.
  - c. The announcement of each new Inductees and each Award winner creates a peak of interest. In some cases, the reach will exceed 20,000. It also allows others to pass along congratulations and reinforces that these are major accolades.
  - d. Finally – we rely on a steady stream of new nominations each year. The page is used to remind folks of the process and the annual deadline.
3. Profile Honorees
  - a. Old and new media coverage, photos, film and videos of the career before Induction reminds the audience (and often the Honoree) of their careers which led to the honor. This can be a short film of Gertrude Ederle’s New York parade or the end of the Beijing Olympic 10ks.
  - b. There is life after Induction and the Facebook page is the dynamic place to profile the continuing activities of Honorees. These are often participation in another marathon swim, another honor (example an MBE) or other activity (example – a 500 km walk that raised \$1 million for charity).
  - c. We tend to focus on aquatic activities and avoid any negative or controversial activities.
  - d. When several Honorees meet at an event – we want to publish the photos and story. This can be a marathon, a Formula 1 race, an Ice Mile or the New York running marathon. The more Honorees who know each other the stronger the IMSHOF. Ideally Honorees meet at a dinner, become friends and arrange to meet yearly for cool swims!

- e. We as well announce the passing of Honorees – but do not tend to cover handship, hospitalization or illness.
  - f. We are cautious of coverage of any nominees a few months before the annual vote.
4. The Sport of Marathon Swimming
    - a. We cover major events like the Olympics and FINA World Cup – regardless if any Inductees are participating.
    - b. This coverage also includes unusual marathons – often involving wetsuits, fins, etc – example the swim around Great Britain.
    - c. Honorees (and others) who spend a year travelling the world doing 5 marathons – for example
    - d. Safety topics – example pilot boats now with AEDs, hypothermia recognition tips, jelly fish anti-sting potions.
    - e. There is some coverage of health and fitness- example completing a marathon above a certain age or after recovery from accident/illness.
  5. Fun things that go viral and draw more to our Facebook page.
    - a. Typically, these are water related.
    - b. 100 dolphins jumping around a swimmer
    - c. Flying manta rays
    - d. It could be a crab dancing to the song YMCA (Village People)
    - e. We don't have too many of these, but they are often the most shared posts!
  6. In exceptional cases the editors will delete a post (and explain privately to the publisher why it was deleted to help in the future)

In the month of February 2019 – we met our objectives with respect to the type of content desired. The 11 posts had a reach of 15,000. Ideally, we would have had 20+ posts and a reach of 50,000 – but we are building.

PLEASE send in content by email to [ned.denison@corkopenwater.com](mailto:ned.denison@corkopenwater.com) or by Facebook messenger. And finally if you want to volunteer to be one of the editors – PLEASE JUST YELL.

## **Honoree Name, Titles and Civic Honors**

In the website <https://imshof.org/> and on all official IMSHOF communications we are attempting to standardize on one spelling of Honorees, with correct punctuation and include appropriate educational titles and honors.

Examples of spelling:

- Abdulla Latif Abou-Heif – EGY 1964 is spelled twenty different ways in the media. With help for other Honorees from Egypt we are using this spelling.
- Chloë McCardel – AUS 2016 includes an accent mark ë

Examples of educational/professional titles:

- Dr. Jane Katz
- Marcella A. MacDonald, PDM

Many of our Honorees have received civic awards. A recent example:

Martina Grimaldi – ITA 2018: Cavaliere della Repubblica (Knighthood in the Kingdom of Italy)

Where there is a title which is typically used with the name – the IMSHOF includes the title. Congratulations to two Honorees which recently titles which we now include with their names:

- Lewis Pugh OIG – GBR 2013
- David O'Brien OAM – AUS 2017

PLEASE help us if you think the names are mis-spelled, incorrectly punctuated or missing titles and honors. This is a timely request because we plan a one-time replacement of the name plates of the Sea Goddess trophy in Ft. Lauderdale at the ISHOF.

End