

MOSCOW CHINOOKS

MASTERS SWIMMING NEWSLETTER

FEBRUARY 2025



Friendly Reminders

Morning competition pool swimmers: Even if you have not completed the entire workout as posted by our coaches, please make sure that you are out of the pool no later than our contracted ending time of 6:30 a.m. so the Vandal Women's team and other swimmers can get in. Thanks!

Upcoming Events

Kroc Masters February Flurry

February 21-23, Kroc Center CDA
Open for registration:

https://www.clubassistant.com/club/meet_information.cfm?c=2594&smid=19329

This is a three-day event which starts with a clinic on Friday night from 6:30-8 p.m., continues with a breakfast social on Saturday morning and concludes on Sunday morning. **Sign-up deadline February 19.**

Inland NW Champs

Our annual home meet is set for **April 12** at our UI Swin Center! Warm-ups will start at 11 a.m. and the meet will start at noon and end by 5 p.m. Please save that date as we need your participation as swimmers and volunteers. Coach Blake will once again be our meet director. We'll send out a sign-up genius link for volunteer slots soon.

Club Assistant Transition

All Chinooks need to be registered with USMS and MCM via our new upgraded website through Club Assistant. If you have not yet completed your registrations, please do so ASAP. If you are having trouble, please email us at moscowchinooks@gmail.com

Board Elections

REMINDER: This September elections will take place for all four MCM Board officer positions: President, Vice President, Treasurer and Secretary. Please consider running if you are interested in supporting MCM through one of these positions. We'll post additional information as we get closer to September. If you have questions about the duties and time requirements associated with these positions, please contact any MCM Board member: Charlie, Jay, Jenn, Bob, Steve, Kerensa, Talz or Blake.

Ask the Coaches

Don't hesitate to ask our coaches for feedback on any or all of your strokes. They will happily provide valuable critiques and suggestions that may surprise you – small adjustments can make your swimming feel significantly smoother and more efficient. Our coaches LOVE to help, please ask!

Swimmer Spotlight



Shekinah Hoffman

Evening swimmer (and emphatically NOT a morning person) Shekinah Hoffman was born in NYC. Shortly after 9/11, her family moved to Pawling, NY, in the Hudson River Valley, just north of NYC.

Shekinah was in the pool at age 2. Supported by her mom, her biggest cheerleader, Shekinah joined a team at 4. From then on, she swam year-round for the Marist Swim Club at Marist College in Poughkeepsie, NY. Shekinah knew that she wanted to swim in college, and she did so at Division I American University in Washington, D.C., for a year and a half. Life and family circumstances intervened, and Shekinah had to leave AU to find work.

MOSCOW CHINOOKS

MASTERS SWIMMING NEWSLETTER

FEBRUARY 2025



Shekinah found a paid internship at the American Gaming Association, a trade association for the gaming (gambling) industry. Unbeknownst to her at the time, this internship would be the launch point for her current career trajectory. Shekinah quickly transitioned from intern to full-time employee at the American Gaming Association. She was the Director of Global Gaming Women, a nonprofit dedicated to advancing women in gaming. Shekinah began her career in gaming at age 19, and noted that she was working for the industry before she was legally able to gamble herself!

Shekinah enrolled in online classes at Colorado State University while working full-time. She was in one of the earliest cohorts of students to complete their degrees online. Shekinah earned her Bachelor's in Communications in 2015. Following her graduation from CSU, Shekinah was recruited by the University of Nevada, Las Vegas International Gaming Institute to lead their women in gaming initiatives. In 2015, she moved to Las Vegas to take on this role.

While at UNLV, Shekinah worked full-time and pursued her Master's in Sociology, which she completed in 2018. She also

founded and led workforce and leadership development programs for low-income youth at UNLV. After taking a break from swimming, she returned to the pool in Las Vegas and became a member of the Las Vegas Masters Swim Club.

In 2020, Shekinah moved to Pullman to pursue her Ph.D. in Sociology, with a focus on gender studies, specifically researching the issues that women in the gaming industry face. Shekinah was an instructor at WSU for 4 years, before she accepted an industry position in 2024. In June of 2024, Shekinah accepted a job with the Massachusetts Council on Gaming and Health, a public health non-profit dedicated to assisting those in recovery from problem gambling and providing responsible gambling prevention and education. Shekinah is the Director of Programs and Diversity, Equity, Inclusion & Belonging (DEIB) and oversees the Council's research, grant writing, and DEIB initiatives remotely.

Shekinah really enjoys the Chinooks because of the supportive nature of our members. She noted that especially as a graduate student, she relishes the regular contact with established academically

oriented folks who are not only amazingly intelligent and experienced, but also incredibly kind. She singled out fellow evening swimmers Kristin Haltinner and Amy Mazur as influential mentors during her academic journey.

Outside of swimming, Shekinah loves being outside, is an avid gardener and hiker and a regular practitioner of yoga.

Final fun fact: the name Shekinah loosely translates to "divine female presence" in Judaism. And if you've ever watched Shekinah swim butterfly, you would certainly believe that there are divine forces at work!

Team Merch

Don't forget to order your MCM Team Apparel! Visit this link: <https://teamlocker.squadlocker.com/#/lockers/moscow-chinooks-masters-swimming-1881791>

There are tons of hoodies, t-shirts, crew necks, ¼ zips, and even sandals to choose from. Order your apparel now to represent the Chinooks at our upcoming home meet!