

USMS OFFICERS REPORTS

PRESIDENT – Nancy Ridout

It has been a busy and a very productive year! Your Executive Committee was charged with three specific responsibilities (hiring a Controller, hiring a Public Relations/Sponsor Liaison, and soliciting, defining the criteria for, and recommending a bid for the USMS Official Publication) as well as the many other issues that emerge during the course of the time between conventions.

Following the convention I represented USMS, along with our FINA Representative June Krauser, at the Pan Pacifics in Perth, Australia. We met with leaders of the Pacific Rim countries as well as other international dignitaries to discuss mutual problems and chart a course for further support, cooperation, and design of the Masters swimming program. Following Perth, I represented USMS at the Hawaiian Long Course Championships which also attracts significant international participation, especially from Japan.

The mid-year meeting of the Executive Committee was held in January, in San Francisco. We completed the lengthy agenda in three days and covered issues such as: modifying the contract of the Executive Secretary to reflect new duties and resulting compensation; employee job review and evaluation; review of the National Office; Convention scheduling - modifications, implementation of new ideas, and theme; ISHOF, sponsors and sponsorship projects; registration issues such as lowering the age for registration to 18, when an 18 year old can register to compete in meters meets, and electronic signatures; the USMS Strategic Plan; Professional Management issues raised in the convention regarding compensation for the Web Master and Magazine Editor positions; and contracts. We paper-screened the candidates for the Controller and Public Relations/Sponsor Liaison positions and compiled the questions we would ask during the interviews. We selected three candidates to be interviewed for the Controller position and two for the Sponsor Liaison position. We also fine-tuned the bid criteria for the Official Publication and established a procedure to be followed by the bidders.



In February, the third USMS/USA Swimming Training Camp at the Olympic Training Center in Colorado Springs took place. Twelve more USMS swimmers participated in the best coaching from USMS and the best resources in testing, nutrition, physiology, biomechanics, sports psychology, and dry land training USA Swimming has to offer. The Victor again was instrumental in sponsoring this program.

In February, I was approached by a representative of the National Stroke Association to see if USMS would be interested in a partnership to raise the awareness of the prevention and warning signs of stroke, as well as raise funds for both organizations. I assured them that USMS would be very interested as stroke affected many of our members and/or families and the healthy lifestyle encouraged by our program is one of the best preventative measures anyone can take. SWIM Magazine also contributed resources, publicity, and magazine space for this effort. The partnership ended up to include USMS, SWIM Magazine, USA Water Polo, and the National Stroke Association. The time frame for completing the "Stokes for Stroke" fundraiser (swimming around the world - 25,000 miles) was extended through September, and I have no report at this time. After costs for the organizing of this campaign are met, USMS and USA Water Polo will each receive 25% of the money raised, and the National Stroke Association will receive 50%. Up to date reports can be seen at www.strokesforstroke.org.

Controller interviews were done by conference call (with two committee members present) in February and Catherine Pennington, a Masters swimmer from Virginia, was selected. In-person interviews for the Public Relations/Sponsor Liaison were held in Indianapolis, during the first day of the Short Course Nationals. Mel Goldstein was selected to fill this position. Contracts were drawn up and signed for both independent contractor positions. It is appropriate here to share with you that we were delighted with the high quality of all the applicants. The selection decisions were pleasantly

USMS OFFICERS REPORTS

difficult. Delegates should also be aware that the Executive Committee stayed within the budget projections for each independent contractor position and for the expanded National Office positions.

Bids were received from two publications (Fitness Swimmer and SWIM Magazine) for a new contract as the USMS official publication. This was another very difficult and deliberative decision. Our recommendation is to accept the SWIM Magazine bid; details of the process and our analysis and rationale accompany this report.

The USMS Strategic Plan was amended by the Planning Committee, further fine tuned by the Executive Committee and is included as an attachment to this report.

I was honored to represent USMS at the FINA Congress held in conjunction with the VIII FINA World Championships in Munich in July. Though over 6,000 swimmers created many problems and lengthy days, it is incredible and extremely gratifying that the Masters swimming program has attracted so many participants worldwide.

Many thanks to both 2000 National Championship Meet Directors and their assistants for hosting two great events! Mel Goldstein, stepping up when the original host defaulted, was able to offer a fine meet under difficult circumstances. Barb Protzman staged a fine long course championship meet that attracted the greatest number of long course participants in our history. Her banquet was outstanding and truly reflected the local "flavor"! A great deal of thanks and appreciation also goes to the meet directors and hosts of all of our Long Distance Championships, both postal and open water.

Last, but definitely not least, I attended the funeral for Dot in May. Dot was a legend in our sport for her competitive abilities, her organizational skills, outreach, public relations, good humor and upbeat positive nature. It was an honor to give her eulogy. Being able to show my respect for her and for her family and their support of Dot's efforts was truly a privilege I shall always treasure.

Our attention now turns to the 2000 Olympic Games and our convention. Come prepared to work hard for the betterment of our sport, to enjoy fellowship with old friends and new, and to experience the extraordinary talents and commitment of your fellow Masters swimmers. Our theme, "*Swimming - a life's passion*" is certainly true for all of us and it motivates us to live a healthy lifestyle, a life of fitness, and to find delight in each day.



I look forward to greeting all of you in October!

BOARD OF DIRECTORS MEETING AGENDA

Wednesday, October 11

4pm-5:30 pm

1. Welcoming Remarks - Nancy Ridout
2. The State of the Organization and Review of Executive Committee actions since 1999 convention
 - New Positions (Introductions, comments)
 - Official Publication contract recommendation
 - Strategic Plan
 - General
3. Professional Management Recommendations
 - Webmaster
 - USMS Magazine Editor
4. Board of Director Concerns and Comments
5. Old Business
6. New Business

USMS OFFICERS REPORTS

UNITED STATES MASTERS SWIMMING STRATEGIC ACTION PLAN 1999-2001

USMS Mission Statement (from USMS Rule Book)

To promote fitness and health in adults by offering and supporting Masters swimming programs.

Goals and Objectives (from USMS Rule Book)

- A. To encourage and promote improved physical fitness and health in adults.
- B. To offer adults the opportunity to participate in a lifelong fitness and/or competitive swimming program.
- C. To encourage organizations and communities to establish and sponsor Masters swimming programs.
- D. To enhance fellowship and camaraderie among Masters swimmers.
- E. To stimulate research in the sociology, psychology, and physiology of Masters swimming.

STATEMENT OF PURPOSE FOR THE USMS STRATEGIC PLAN:

To increase the exposure of the USMS program and to improve the organizational infrastructure in preparation for increased membership.

GOAL OF THE PLAN:

To expand United States Masters Swimming to an organization of 45,000 members by the end of the year 2001.

STRATEGIES:

1. Increase our outreach to potential new members.
2. Increase retention of current members.
3. Increase USMS exposure through the media and sponsorships.
4. Implement adequate staffing at the national level to accommodate our growth.
5. Optimize the use of currently available facilities and seek to discover and support the utilization of new facilities.
6. Increase the number of USMS coaches and provide education and training for them.
7. Promote giving to the USMS Endowment Fund with the goal of reaching \$100,000.00 by the end of the year 2001.

STRATEGY 1: INCREASE OUR OUTREACH TO POTENTIAL NEW MEMBERS.

ACTIONS:

1. Strengthen our relationships with organizations such as YMCAs, YWCAs, JCCs, Park & Recreation departments, retirement centers, health clubs, Senior Games and Senior Olympics, USA Swimming, The US Olympic Committee, High School swimming programs, and summer swim league programs. *
2. Develop and staff a Public Relations Booth that will be in operation at aquatic-related events across the country. **

USMS OFFICERS REPORTS

3. Create an inventory of Public Relations items that an LMSC or club can use to market their programs.
4. Make effective use of the USMS web site to market our program to new users. *
5. Develop a means by which the USMS can directly mentor LMSCs.
6. Coordinate with health/life insurance companies to provide discounts in premiums for USMS members.
7. Continue investigating the legal and practical ramifications of on-line registration in order to implement such a program as soon as practicable. *
8. Encourage and support a Public Relations position within each LMSC.

STRATEGY 2: INCREASE RETENTION OF CURRENT MEMBERS.

ACTIONS:

1. Discern exactly what members value - and don't value - about their USMS membership. Give them more of what they value.
2. Develop a membership packet for wide distribution.
3. Promote LMSC development and outreach as well as interaction between LMSCs, the USMS Executive Committee, and Committee Chairs. *
4. Promote improved officiating at local, regional, and national meets through a closer relationship with USA Swimming. *
5. Develop a plan for increased participation of our members in our program.
6. Promote universal renewal invoicing and continue to investigate the legal and practical ramifications of on-line registration in order to implement such a program as soon as practicable. *

STRATEGY 3: INCREASE USMS EXPOSURE THROUGH THE MEDIA AND SPONSORSHIPS.

ACTIONS:

1. Hire a national sponsor liaison to seek new sponsorship opportunities and support current sponsors. **
2. Promote the wide utilization of the USMS PSA and marketing video.
3. Explore possibilities of TV coverage of all aspects of our program. Seek funds to cover these costs.
4. Solicit, compile, and archive stories for feature articles in national and local print media. *
5. Develop and share the "know-how" for obtaining newspaper, media, and electronic coverage. *
6. Develop a relationship with media associated with coaches, recreation, retirement, youth swimming, health issues, etc. (e.g. Prevention. Modern Maturity, AAA, Swimming World, and other related sports and recreation organizations.)

STRATEGY 4: IMPLEMENT ADDITIONAL STAFFING AT THE NATIONAL LEVEL TO ACCOMMODATE OUR GROWTH.

ACTIONS:

1. Define organizational needs and implement adequate staffing. This should be a yearly, ongoing consideration. **
2. Transfer the registration process to be in-house as part of the National Office. **
3. Consider compensating those positions which require more time than can be expected of a volunteer. Examples would include the USMS Webmaster, and the USMS SWIM Magazine Editor.) **
4. Hire a National Sponsor Liaison to seek additional sponsorship opportunities and support our current sponsors. **

USMS OFFICERS REPORTS

STRATEGY 5: OPTIMIZE THE USE OF CURRENTLY AVAILABLE FACILITIES AND SEEK TO DISCOVER AND SUPPORT THE UTILIZATION OF NEW FACILITIES.

ACTIONS:

1. Conduct a pilot project of several LMSCs as to the availability of facilities within the LMSC and their utilization by Masters programs.
2. Using the data obtained from #1, develop a plan to encourage opening underutilized facilities to Masters programs.
3. Compile and continually update a list of quality facilities for use as National Championship Meet sites. *
4. Educate, encourage, and support USMS coaches regarding how to expand Masters swimming programs and open underutilized facilities to their programs.

STRATEGY 6: INCREASE THE NUMBER OF USMS COACHES AND PROVIDE EDUCATION AND TRAINING FOR THEM.

ACTIONS:

1. Identify and increase the communication among USMS coaches. *
2. Continue to expand the Coach Mentor Program.
3. Encourage and institute more programs of continuing education for coaches. *
4. Promote the utilization of the On-Deck Coaching Program regionally as well as nationally.
5. Encourage a Coaches Representative within each LMSC.

STRATEGY 7: PROMOTE GIVING TO THE USMS ENDOWMENT FUND WITH THE GOAL OF REACHING \$100,000 BY THE END OF THE YEAR 2001.

ACTIONS:

1. Develop a plan and criteria for the use of funds donated to the USMS Endowment Fund.
2. Develop a list of potential donors and generate a professional packet of information to present to them.
3. Include a more visible check-off system for donations on the USMS annual registration forms.
4. Create an application process and request proposals for grants from the USMS Endowment Fund and prioritize them for approval as soon as our initial \$100,000 goal is reached.
5. Market the Fund!

* **Action in progress.**

** **Action completed or plans for continuing evaluation in place.**

USMS OFFICERS REPORTS

PREFACE:

In undertaking this critical task of selecting our official publication for the next several years, certain priorities became clear. One was that USMS needed to feel a certain ownership of this communication vehicle since essentially it was to be the USMS voice to its membership. We did not want to be "along for the ride" or sense that we were guests in a publication whose outlook and outreach were different from those of USMS. This concept was applied equally to all proposals. Another concern was that USMS have input into the editorial calendar and cover selection and that we obtain assurance that the integrity of our dedicated pages would not be compromised. Additionally, USMS was interested in creative ways to increase our exposure and expand our growth beyond our current membership. The following is a summary of the process which resulted in our recommendation.

USMS Executive Committee

EXECUTIVE COMMITTEE RECOMMENDATION FOR USMS OFFICIAL PUBLICATION

THE SELECTION PROCESS:

At the 1999 convention, delegates were asked to contribute to a list of criteria for an official publication. The Executive Committee compiled and refined these lists and produced the attached Criteria for the USMS Official Publication. In February, this list of criteria was sent with a cover letter to the two organizations that had requested bid information, Fitness Swimmer and SWIM Magazine. Before the due date of May 1st, the USMS President contacted each publication to answer any questions either publication might have about the criteria and the bid process. This contact involved multiple discussions with each publication.

Upon receipt of the bids and after members of the Executive Committee had time to review and evaluate the bids, an Executive Committee conference call was held to discuss each bid. During this conference call, each bid was evaluated separately against the criteria, without comparison to the competing bid. During this evaluation, questions that needed further explanation or further discussion were noted.

The questions for each magazine were sent to the respective publishers and a conference call was arranged between the Executive Committee and the publisher of each magazine. Another Executive Committee conference call was held to discuss and compare the bids. A consensus was beginning to emerge, but it was felt that some points needed further discussion. A second conference call was arranged with each publisher and the USMS President, Legal Counsel, and Sponsor Liaison. A final Executive Committee conference call was held and the Executive Committee was unanimous in making the following recommendation.

THE USMS EXECUTIVE COMMITTEE RECOMMENDS TO THE HOUSE OF DELEGATES THAT USMS ENTER INTO A CONTRACT WITH SWIM MAGAZINE AS OUR OFFICIAL PUBLICATION.

THE RATIONALE USED TO MAKE THIS RECOMMENDATION:

While each bid had components that were similar and those that were superior to the other, the following were the deciding factors in making this recommendation.

1. *Plan for using publication to expand growth of USMS.*

In response to these criteria, Fitness Swimmer referred to their newsstand sales, which the Executive Committee recognized as greater. However, Fitness Swimmer proposed to include some of the USMS pages in an insert or a polybag to go to USMS members only. Non-USMS subscribers or newsstand readers would not receive these pages thus minimizing the impact of the newsstand sales. Fitness Swimmer did suggest including a card in each copy that could be mailed in for more information. A subsequent conversation modified this position to include the

USMS OFFICERS REPORTS

possibility of incorporating all USMS pages in the magazine. The bid also cited a very active Direct Sales Group, which designs special promotions to increase the exposure of Fitness Swimmer. Fitness Swimmer suggested USMS could be involved in the development of these special programs but the discussions centered on increasing the exposure of the magazine rather than that of USMS.

SWIM suggested including a renewal membership notice in either the Nov/Dec or Jan/Feb issue that could be specific to each LMSC. SWIM will provide extra copies of magazine to clubs for distribution and will produce overruns upon request. These overruns could be used for distribution at aquatic conferences, conventions, and events. USMS would pay for the overruns at cost and SWIM would ship them as directed. SWIM also has a more limited newsstand presence, but has targeted strategic locations for magazine distribution. Additionally, SWIM proposed identifying publications that would print stories about USMS and would supply them with appropriate articles.

2. *Publication, Editorial Content, Features, Focus on "Swimming for Life". The most important difference was Non-restrictive designated pages for USMS (currently 13).*

In their initial bid, Fitness Swimmer proposed to maintain all editorial control of the magazine, including our designated pages, as well as dictate the subject matter of our pages. Other subject matter, such as Nationals entry information, would be posted on a website. Subsequent conversations modified this stance somewhat, but this remained a concern. Fitness Swimmer did agree to run more of our material and to leave ultimate control with USMS for our pages. However, there were still references to inserts for USMS material. Fitness Swimmer also stated that not sending the USMS material to all subscribers would be an incentive to join, which led to our fundamental concern with our entering into a contract with Fitness Swimmer. We believe USMS merits a magazine dedicated to spreading our message; Fitness Swimmer is interested in promoting Masters Swimming as a part of the larger world of swimming. Furthermore, at Fitness Swimmer there are presently no active Masters swimmers in a decision-making capacity who are familiar with USMS and understand what we are trying to accomplish through our official publication.

SWIM has offered the entire magazine for USMS, use as well as joint development of the editorial calendar, and an equal voice on the covers, with USMS having the final word. The Publisher and Editor of SWIM are active Masters swimmers and understand our message and where we want the organization to go. We have a common goal to promote Masters swimming which will increase our membership and thereby increase the circulation of the magazine.

3. *Production/Cost, Distribution*

Cost. We recognized that the bid from Fitness Swimmer is \$1 less per subscription than the bid from SWIM. However, when we evaluated each bid separately, we did not think this was out of line with increased expenses and we believe this cost can be covered without raising dues. It was our feeling that the value justified this increase.

LMSC newsletter inserts. "Fitness Swimmer" will polybag and deliver up to 10,000 copies of a single LMSC newsletter in a single geographic area or database at no additional charge. Charges for additional newsletter delivery would be negotiated, as necessary. SWIM has agreed to follow the current procedure where the cost for an 8 page newsletter insert is priced according to the number to be mailed.

IN SUMMARY, Fitness Swimmer is a quality magazine whose purpose is to appeal to a wide range of people interested in the sport of swimming. This is an important mission for which we applaud the magazine. However, we believe USMS requires an official publication of high caliber dedicated to Masters swimming. Obviously, other aspects of swimming are of interest to our members, but the main theme of the magazine should be Masters Swimming. This magazine will serve as the official and the only communication we have with every USMS member. The Executive Committee concluded that SWIM Magazine best fits the criteria established by the House of Delegates and set forth in the request for bids. Therefore, the Executive Committee recommends that USMS enter into

USMS OFFICERS REPORTS

a contract with SWIM Magazine as our official publication and requests approval of this recommendation from the House of Delegates.

CRITERIA FOR THE USMS OFFICIAL PUBLICATION

In preparing your proposal please consider the following criteria. These are issues that are of concern to the administration and membership of USMS.

USMS Exposure/Promotion

- What is your plan for using the publication to expand the growth of USMS?
- How will you manage the presentation, creative development and production of the proprietary pages for USMS content (currently 13 pages)?
- How can your organization and publication help attract sponsors for USMS?
- What are your editorial policies and how do you see the compatibility with USMS's philosophy and mission? Describe your approach to the balance and relationship between articles on fitness, workouts and stroke tips, nutrition, cross-training, support activities (weight training, flexibility, yoga, mental fitness and training, etc.)
- How will your publication assist in the promotion of USMS events and themes?

Production, Costs, Distribution

- Explain the pricing structure and the delivery process that will provide every USMS member a copy of the publication.
- What is the desired length of a contract?
- What are your advertising policies?
- Discuss any potential conflicts between USMS present or future sponsors and your publication's advertising base.
- What is your program for newsstand sales in addition to subscription sales?
- What additional economic incentives are you prepared to provide such as percentage of advertising income?
- What would your preferred policy be for use of the USMS database?
- Are you amenable to offering sponsorship packages through your advertising sales reps?
- Describe a process and cost structure for printing and inserting LMSC newsletters.

Among the components and issues that must be considered as a part of the partnership of USMS and your publication:

- Number and treatment of USMS proprietary pages.
- Subscription as component of USMS membership.
- USMS input on cover treatment.
- Coverage of USMS National Championships, organizational themes, special events.
- Printing and distribution of annual planner, goody bag, sponsor packet, or other supplemental material.
- Publication visibility at official USMS events (national and regional).
- Publication presence at USAS convention.
- Print overruns for distribution at Nationals, ISHOF, LMSCs, swim shops
- Structure for printing and inserting interested LMSC newsletters.

USMS OFFICERS REPORTS

CRITERIA FOR OFFICIAL PUBLICATIONS Executive Committee Summary

x = This publication best meets the criteria. - = Proposals evaluated as equal.	Fitness Swimmer	SWIM
<i>USMS EXPOSURE/PROMOTION</i>		
Plan for using publication to expand growth of USMS		X
Presentation, development, and production of USMS pages		X
Attracting sponsors for USMS	-	-
Editorial policies and compatibility with USMS's philosophy		X
Balance and appropriateness of article subject matter		X
Promotion of USMS events and themes	-	-
<i>PRODUCTION, COST, DISTRIBUTION</i>		
Pricing structure	x	
Delivery process		X
Length of contract	-	-
Advertising policies	-	-
Potential conflicts between USMS and magazine sponsors	-	-
Newsstand sales in addition to subscription sales	x	
Additional economic incentives such as advertising income	-	-
Policy for use of USMS Data base		X
Selling sponsorship packages through their sales reps	N/A	N/A
Process and cost structure for printing and inserting LMSC newsletter		X
<i>CRITICAL COMPONENTS IN THIS PARTNERSHIP</i>		
Number and treatment of USMS proprietary pages		X
Subscription as component of USMS membership	-	-
USMS input on cover treatment		X
Coverage of USMS Championships, themes, special events		X
Printing and distribution of planner, goody bag, sponsor packet	-	-
Publication visibility at USMS national and regional events	-	-
Publication presence at USAS Convention	-	-
Print overruns for distribution at Nationals, ISHOF, LMSCs, swim shops		X

USMS OFFICERS REPORTS

VICE PRESIDENT – Jack Geoghegan

This has been one of the busiest and most productive years I have experienced in Masters Swimming. The Executive Committee has been involved with the detailed processes of interviews and selections for the positions of USMS Controller and Sponsor Liaison and our national publication. Extensive and detailed monthly conference calls and meetings at Short and Long Course Nationals and a mid-year conference in San Francisco were productive and informative. These duties and ISHOF board meetings on behalf of USMS and liaisons with Rules, Fitness, Insurance, and Recognition and Awards and e-mail involvement with the Ad Hoc Professional Management Committee comprised most of my activities on behalf of our organization. Co-writing Making Masters Fun was an added benefit.

During my 18 years of involvement with Executive Committees, 15 as Legal Counsel, I have not worked with a more dedicated group whose efforts to "do the best for our members" was first and foremost. While many decisions were hard fought, once decided by majority, unity became paramount and consensus for the good of all our members was achieved. Whoever is chosen to replace Hugh Moore as Zone Chair will have large shoes to fill.

On a personal note, I must express to my fellow Executive Committee members my gratitude and appreciation for the countless hours expended on behalf of our beloved organization. No one could understand the commitment of TIME, talent and treasury these jobs require until you actually sit here. Nancy has made us all privy to her various and myriad activities and she has been an exemplary President to work with. Her successor will have very large expectations based upon her achievements.

I look forward to seeing you all at Orlando and making Masters FUN.

SECRETARY – Betsy Durrant

This has been a very interesting and productive year for the USMS Executive Committee and for me. As usual, from Convention to the end of December, I am busy with the Minutes of the House of Delegates, the Working Calendar, and the Handbook for Committee Chairmen. In regard to the minutes, I had three requests this year to review the tapes to verify the wording that was used in accepting a committee report. Fortunately, that is not as difficult as it sounds because the tapes are dated and I can tell from my notes where to start looking. In January, we (the Executive Committee) met for a mid-year meeting and I prepared minutes for three long days of meetings.

During the period from January through April, I participated in the review of resumes and in interviews for candidates for Controller and for National Sponsor Liaison. May and June were spent in reviewing bids for the USMS Official Publication and in writing the Executive Committee recommendation. In April, I began communicating with LMSCs about their delegates to the Convention. Completing the list of delegates takes until early September. I'll then prepare a list for the credentials check-in and for roll calls. I am also contacting new delegates to the Convention to help them prepare for the Convention. In addition, the Executive Committee has monthly conference calls and I try to stay in touch with the three committees that I am assigned to as Executive Committee Liaison.

This year has been busy, we have accomplished a lot, and it has always been enjoyable.

USMS OFFICERS REPORTS

TREASURER – Jeanne Ensign

Throughout the year, I've continued to do the most visible part of my work – issuing checks to those of you requesting reimbursements for USMS expenses.

I also pay all of the other ongoing expenses that are necessary – insurance, National Office payroll, and SWIM magazine subscriptions to name a few. Your donations are forwarded to ISHOF and the Endowment Fund. Escrow deposits for national championship meets, both pool and open water, are held then returned at the completion of the meets and reporting. Grants for hosting NIKE and Mentor coaching pool and open water clinics have been paid to local hosts. Our several liaisons – FINA, International, USS, and National Sponsor – have been reimbursed for their expenses incurred in their travel and other activities representing USMS.

We currently direct most income, including registration fees, through the National Office with deposits to a Smith Barney FMA account. Cash reserves continue to be invested in accord with the Financial Operating Guidelines (FOG).

Since late spring I've worked with Cathy Pennington, in her new position as USMS Controller, in her efforts to learn about and understand the organization, and to issue financial statements. From time to time, I answer questions from LMSCs and clubs about tax and financial reporting issues. I'm kept apprised of the issues and activities of Finance and Long Distance Committees as their Executive Committee liaison.

LEGAL COUNSEL – Jeanne Crouse

Fortunately for our organization and the rest of the world, the year 2000 did not start with a Y2K crisis. Nevertheless, the past year for USMS continued to be busy, interesting and challenging from a legal perspective.

As Legal Counsel, I worked with and for the Executive Committee on a variety of projects. Some of the biggest challenges we confronted were devising a strategic plan; selecting our two new independent contractors – the Controller and national Sponsor Liaison; and developing a recommendation for the selection of our Official Publication. I also fielded the usual wide scope of legal questions, ranging from sanctions procedures to insurance questions to copyright and trademark issues.

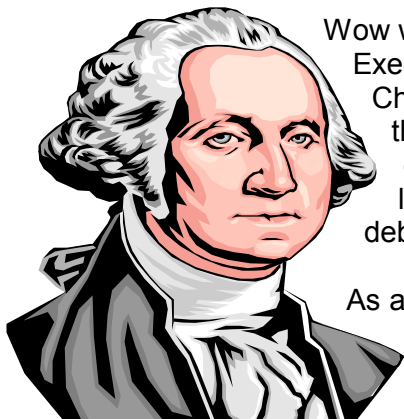
My primary focus since last convention has been on contractual matters. Our MBNA contract expired November 30, 1999, and the Executive Committee chose not to extend that contract, requiring the usual legal notification. Letter agreements were drafted for our two contractor positions, and sponsorship contracts have been revised and updated as necessary. The most intriguing drafting challenge came in the form of a licensing agreement. As you will read in Mel's report, the Executive Committee decided to forego an exclusive licensing agreement for USMS apparel and instead contract with several manufacturers and vendors. To accomplish that goal, a form licensing agreement was prepared. Finally, once a new Official Publication has been selected, a new contract will be prepared and executed.

Now for the disclosure you've all be waiting for: as in years past, we've continued the honored tradition of keeping our Officers out of jail and other legal troubles. More importantly, no litigation has prevailed against USMS; indeed, none has been reported currently as pending.

Our excellent litigation record is due to your continued diligence in adhering to insurance policies and our USMS rules. As always, if you ever have a question on any of these matters, please don't hesitate to call or e-mail me. It is a privilege to serve as your counsel.

USMS OFFICERS REPORTS

PAST PRESIDENT – Mel Goldstein



Wow what a year! In addition to my responsibilities as a member of the USMS Executive Committee I was the Meet Director for three (3) USMS National Championships (USMS One Hour Postal, USMS SC Championships, and the USMS 1 Mile Open Water Championships) all within 5 ½ months of each other. All of the events were a tremendous success, and I would like to thank all who participated and volunteered, I will be forever in their debt.

As a member of the USMS Executive I was appointed to be the liaison to the USMS Championship and Coaches Committees. As you can see by their respective reports both committees have been very active. The Coaches Committee continues to promote swimmer clinics as well as their coaches mentoring program. The Championship committee has been working on ways to streamline our USMS Championship meets, and will bring to the House of Delegates many new ideas. This year Championship Committee has 5 bids for the 2002 championships. Over the past year the USMS Executive Committee started a search for a USMS National Sponsor Liaison, during this search period I acted as the interim National Sponsor Liaison. On December 31, 1999, USMS had several sponsor agreements expire. In the capacity of USMS National Sponsor Liaison I worked on re-negotiating agreements with our National Sponsors (NIKE, The Victor, Speedo, Kast A Way, and Ultra Swim) as of this report we have been successful in resigning all but one. In May I was officially appointed to the position of USMS National Sponsor Liaison. I have written a separate report outlining what has transpired since my appointment and the objectives USMS Executive Committee envision for that position.

ZONE CHAIRMAN – Hugh Moore

Please refer to the Zone Committee in the Committee Report section of this packet for the Zone Chairman report.

Article 505.2.3 of USMS Code of Regulations and Rules of Competition assigns the role of Nominating Committee to the Zone Committee. At this year's convention the USMS House of Delegates will elect a new Zone Committee Chair. The Nominating Committee used a process similar to the one used for the 1997 Executive Committee elections. A request for nominations was printed in the January/February SWIM magazine. Responses to the request were received nominating Lynn Hazlewood and Doug Huestis. Marcia Cleveland was then appointed to replace Lynn on the Nominating Committee.

Candidates were sent a questionnaire and asked to submit a resume. An evaluation form was sent to the appropriate LMSC chairs, chairs of committees that the nominees had recently been active on, and two supporters for each candidate. The questionnaire, resume, and evaluation forms were used by the committee to evaluate the candidates. After completing the evaluation the committee agreed that the names of both candidates should appear on the ballot.

Nominations from the floor will be allowed during the House of Delegates meeting on Thursday, October 12th. Nomination speeches and candidate speeches will also occur at that time. Balloting will occur during the House of Delegates meeting on Friday, October 13th.

The completed questionnaire, a photo, and resume of each candidate are included in the next pages.

USMS OFFICERS REPORTS

Candidate Questionnaire for Lynn Hazlewood

Why are you interested in being Zone Committee Chair?

I do volunteer work for a living. Because I have the time and experience, I always like to work for the organizations I belong to. Accordingly, I seek out jobs that are interesting, fulfilling, and valuable to the organization. That pretty much describes the Zone Chair position. Becoming Zone Chair after being Zone Rep is a natural progression and will give me an opportunity to continue working on the Zone level and expand my activities beyond my own zone.

What would be your goals as USMS Zone Chair?

Initially, I would like to continue the work begun by Hugh Moore to define the functions of the Zone Committee and the job of Zone Rep. When I first became Zone Rep of Colonies Zone, I used to jokingly refer to myself as a "Minister Without Portfolio." The Zone Reps and the Zone Committee had no real function other than acting as the nominating committee for elections and sitting on the Board of Directors for one meeting per year. Each new Zone Rep had to figure out what their role was. While this allowed for a lot of creativity, it also required us to reinvent the wheel each time the person in office changed. In the long run, an organization that functions in this fashion will stand still. Each new Zone Rep should be building on their predecessors' work, not redefining the job. Although we have made progress by changing our committee definition in the Rule Book, we still have much work to do to actually implement the defined jobs. Any goals beyond this would be determined by the success of the first initiative.

Why do you believe you would be a good candidate for this position?

I believe I would be a good candidate because I have experience in USMS at all levels, so I have the knowledge necessary for a national office. In addition, as Colonies Zone Rep, I have spent a lot of time defining the position and understanding where the Zones fit in the USMS hierarchy.

How do you feel you can best contribute to the USMS organization?

I can contribute by continuing to do the work I have always done in as careful and complete a way as possible.

Please list USMS committees that you have served on.

Zone, Long Distance, Computer Online, Records and Tabulations, Ad-Hoc Professional Management



USMS OFFICERS REPORTS

Resume for Lynn Hazlewood

Personal Data

Lynn Hazlewood
11714 Decade Ct., Reston, VA 20191-2942
703-860-5304
lynhzlwd@usms.org

Qualifications

I have worked for USMS on all levels for the past 12 years in leadership as well as worker bee positions. In addition, I have worked in the business world as a manager, educator and in customer relations. In my other volunteer work, I have had 20 years of teaching, organizing, and leadership experience. As Colonies Zone Rep since 1998, I am familiar with the issues facing zones in today's USMS organization

USMS Experience

National Level

- Board of Directors (1998–2000), Ad-Hoc Professional Management Committee (1998–2000), Long Distance Committee (1990–2000), Computer On-Line Committee (1998–2000), Editor Calendar of Events (1994–2000), Convention Delegate (1989–1999), Records & Tabulations Committee (1990–1991)

Zone Level (Colonies Zone)

- Zone Representative (1998–2000), Co-webmaster (1999–2000), Newsletter Editor (1998–2000)

LMSC Level (Potomac Valley LMSC)

- Club Representative (1987–2000), Long Distance Chair (1998–2000), Sanctions Chair (1988–1996), PV Convention Delegate (1989–1993)

Club Level (Reston Masters Swim Team)

- Member since 1976, President (1987–1988), Past President on Board (1989–2000), Vice President (1985–1986, 1999–2000), Social Chair (1982), PVLMSCLiaison (1987–2000), Meet Director SCM Meet (1988–1997), Founder and Meet Organizer 2-Mile Lake Swim (1988–2000)

Work Experience

Professional

- Computer Consultant, Business EDP Services, Tallahassee, FL (1975–1978)
- Systems Officer, Programming Manager, Systems Design & Programming, The Lewis State Bank, Tallahassee, FL (1970–1974)
- Sales Technical Representative, Burroughs Corporation, Philadelphia, PA (1968–1970)

Volunteer

- USMS & Club Volunteer (1976–2000)
- Board of Directors, Generation Townhouse Cluster Association, Reston, VA (1998–2000)
- Puppy & Basic Obedience Instructor, Capital Dog Training Club, Silver Spring, MD (1992–1998)
- Dog Show Steward (1998–2000)
- Phone Counselor, Crohn's & Colitis Foundation (1983–1988)
- Board of Directors, Northern Virginia Symphony (1983–1984)

Education

College & Other

- University of Pennsylvania, B.A. in Political Science 1968
- Northern Virginia Community College, Music Theory & Multi-Channel Recording (1976–1983)
- Classical Guitar Student (1976–1988)
- Training in Psychotherapy using Transactional Analysis, Tallahassee, FL (1975–1976)

Interests

- Swimming, Yoga, Weight Training, Guitar, Photography, Dog Training (Breed, Obedience, Agility)

USMS OFFICERS REPORTS

Candidate Questionnaire for Doug Huestis

Why are you interested in being Zone Committee Chair

I have been a Masters swimmer since the late 1970's; and a Masters coach since the mid 1980's --- and from both perspectives I have 'worked within' the USMS organization. It has become a large part of my life, and I would like to give back to this organization that has so enriched my life and career.

What would be your goals as USMS Zone Chair?

- 1) To continue the high level of communication and feedback both between the Zones; and between the Zones and the Executive Committee.
- 2) To gather information from the Zones as to "what works" in regards to a) membership growth, b) membership retention, and c) organization – and then to disseminate this information.
- 3) To continue to help all Zones feel like they are part of the 'Masters family'.
In summary: I would work to increase Masters exposure, membership, and support.

Why do you believe you would be a good candidate for this position?

I am at a point in my life and career where I will be able to devote much energy, time, and focus to helping Masters swimming grow into the twenty-first century. I have been involved with coaching swimmers from all levels from 'age-group' through Collegiate and Masters for the last 35 years --- and as such I have developed friendships all across America --- these contacts, many of whom are Masters coaches and swimmers, would be invaluable to me as Zone Chair.

I have served as Member-at-Large and Vice-Chair for Pacific Masters Swimming, as well as being honored by being 1996 Pacific Masters Coach of the Year (and 'runner-up' for USMS coach of Year – 1995 & 1996) – I feel that this recognition and respect by my peers is indicative of the way I present myself. I intend to present myself and the position of Zone Chair in much the same way.

Having had numerous articles published in "SWIM" magazine, as well as other Aquatic/Fitness magazines in the past has helped hone my skills as a 'communicator'. I would continue to use these skills in the position of Zone Chair.

How do you feel you can best contribute to the USMS organization?

My many years of Masters involvement at all levels have given me "perspective" – and, perhaps, a little wisdom. I would like to think that these 'traits' are what is needed for a "leadership" position within USMS – thus my desire to run for the Zone Chair position.

Please list USMS committees that you have served on.

Championship, Sports Medicine, Coaches



USMS OFFICERS REPORTS

Resume for Doug Huestis

PERSONAL DATA

Doug Huestis
67 Fortuna Avenue, San Francisco, CA 94115
(415) 776-5496
e-mail: klencke@itsa.ucsf.edu

EXPERIENCE and ACHIEVEMENTS:

- Started coaching in 1967
 - Have coached in Oregon, and Southern and Northern California
- 12 years Age Group Coaching
 - Produced 38 N.A.G. Top 16 Swimmers
 - Twice named to Pacific Swimming's 'All-Star' Coaching Staff
- 12 years Coaching at High School Level
- Developed numerous school, conference, and state record holders in Oregon and California
- 6 years Collegiate Level Coaching
- NCAA Division I and Division II
- Asst. Men's Coach at Oregon State University & UC/Davis
- Produced 12 NCAA Div. II All-Americans in 3 years at Univ. of California, Davis, including National Record Holders
- 3 years NCAA Div. I Head Water Polo Coach
- Coached at Oregon State University
- Pacific Northwest Champions in final year as coach
- 11 years Masters Swim Coach
- Head Coach (1989-97) of The Olympic Club Masters (TOC); and Fog City Masters (FOG) in San Francisco, CA (present position)
- Led teams to over 100 FINA Masters World Records, and over 100 USMS National Records (not including relays)
- The Olympic Club won 4 USMS National Championships, and 2 FINA World Championships during my tenure
- Meet Director: 'Fog City Quadrathon' (2 years), and 'TOC Mile' (3 years)
- 'Runner-up' for USMS National Master's Coach of the Year 1995 and 1996
- 1996 Master's Coach of the Year for Pacific Masters Swimming
- Recipient of 1997 Pacific Masters Swimming Appreciation Award
- Voting delegate to USMS Convention since 1994
- "Friday Night Social" Chair at 1997 USMS Convention (Burlingame)

ELECTED OFFICE AND COMMITTEES

- Pacific Masters Swimming Executive Council (since 1995)
- Vice President of Pacific Masters Swimming - past position
- Member-at-Large of Pacific Masters Swimming - past position
- USMS National Committees
- Championship Committee, past member
- Sports Medicine Committee, current member
- Coaches Committee, current member

A.S.C.A. CERTIFICATION

- USS - Level 4
- NCAA Div. II - Level 4
- Masters Swimming - Level 5

PUBLICATIONS AND LECTURES

- Pacific Swim Coaches Conference Speaker: 1995, 1996, 1998, and 2000
- Northern California 'All-Sports' Clinic Speaker, 1998 & 1999
- Have published articles in "Swimming Technique" and "SWIM" magazines, also M.A.C.A. (Masters Aquatic Coaches Association) Newsletter and "Medicine & Science in Sports & Exercise" (Official Journal of the American College of Sports Medicine)