

USMS NATIONAL OFFICE

NATIONAL OFFICE ADMINISTRATOR – Tracy Grilli

I left last years convention in Dallas/Ft Worth with the new title of National Office Administrator. The job pretty much includes the same routine and the same duties, with a few additions here and there. Over the years since I have been in this position, it has evolved into much more than “secretarial work”, especially since taking over the responsibility of Registration and supervising two employees. “Administrator” is definitely a much better title for this position.

Now that brings me to my report. Over the last 6 years, I have described in as many different ways and as creatively as I could, what I do throughout the year. This is your National Office and I am your employee. I want to be sure that you all know that I am here and work for you!

Day to Day duties - Responding to email and snail mail, faxes and phone calls. Address Changes are constant and these are forwarded to the respective LMSC Registrar as well as to Esther, our USMS Database Administrator.

Speaking of Esther, we have really “fine tuned” our process and have streamlined the registration procedure to a point where we really only have to check in with each other a couple times a week. So we don’t forget what each other looks like, we try to get in a lunch date every month or so! I can not tell you how great it is to have someone like Esther who loves what she does, is self motivated and a “genius” when it comes to managing data. Her attention to detail and the informative reports she creates from the membership data, leaves no doubt that our membership database is solid. Her communication skills are excellent and her correspondence with registrars, BOD, meet directors and members in need is detailed and in quick response. We are very fortunate to have her - everyone should have “an Esther”. Sorry, if you are looking to hire, she is not available!!!

Weekly duties – Hilary Robertson, is the National Office Assistant and she helps with some of the larger “clerical” projects such as the publication orders, All American and National Record Certificates. She also inputs SWIM Magazine address changes (over 2,000 changes in a registration year with some months having 600+/- changes) and does a lot of folding, stuffing, licking, sticking and stamping envelopes! Hilary graduated this spring from Londonderry High School and will be attending UNH in the fall. So... I am in the process of hiring a new person to replace her.

Publications/Merchandise items available through the National Office include:

- Rule Books – Full Rule Book (everything you want to know about USMS) and Mini Rule Book (just the technical rules). In addition to individual orders, the National Office is responsible for sending out the complimentary rule books to the respective members of the BOD, Rules, Legislation, Long Distance and Publications Committees, LMSC Registrars and Officials Chairs, FINA Masters Committee and Rule Book Sponsors. The Rule Book is available in it’s entirety on the USMS web site.
- Building A Successful Masters Swim Club – The title tells it all! In cooperation with Mel Goldstein the USMS National Sponsor Liaison, we have created a CD version of this booklet (the hard copy is no longer available). It has also been put up on the USMS web site and this way anyone who wants to start a Masters program, has access to this valuable information.
- Masters Open Water Manual – This manual gives you step-by-step information on how to run a successful open water swim. This is maintained and updated by the Long Distance Committee and is also available to download/print out from the USMS web site.
- USMS Luggage Tag – These were originally developed by Mel Goldstein to use as promotional items to accompany the USMS Tradeshow Display. They were such a big hit that we have added them to the merchandise offerings. I can’t tell you how many people call me and say “I lost my registration card!” I suggest to them the purchase of a luggage tag, put a copy of their card in the tag (put the original in a safe place) and put it on their swim bag!
- USMS Decals and Stickers – Many LMSCs order these in large quantities and send them out to each of their members along with their card when they renew. This is great promotion for USMS!
- USMS Posters – we no longer have a poster “for sale”. The Marketing Committee is working on an electronic version that can be downloaded/printed out from the web site.
- USMS Promotional Brochures – Doug Garcia and members of the Marketing Committee have created a new “snazzy” brochure entitled “Could I be a Masters Swimmer”. We had 10,000 printed early this year and they have been so popular that another order of 10,000 was placed in June.

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- USMS Sticky Note Pads – These are still quite popular, are very useful and would make a great gift for your Masters friends.
- Top Ten Subscriptions – This is still a very popular item, even though the information is available on the USMS web site. The National Office also maintains the subscription database and sends out renewal notices. In addition, we update and create the covers and print the labels that are sent to the Gateway Printing for the printing and mailing of each issue.
- Pre Pay Phone Cards – We still have “zillions” of these and they are free (you use your credit card to put minutes on). This is a Marketing item that was developed quite a few years ago. Rich Burns headed this up and he sends me a “big” royalty check every so often.
- Thank You Notes – These are great for anyone running a USMS event who would like to send a note of thanks to the various volunteers.

Registration – The Registration process is ever-present in some aspect so I can't really list it as a daily, weekly or monthly task. It's just “always there”.

As I mentioned above, Esther and I have developed a pretty streamlined process between the two of us. Basically, the transmittals come to both of us at the beginning of each month. Esther concentrates on the members, transfers and one-events, I on the \$, LMSC Officers, Clubs, and Donations. About the middle of each month, we compare notes (we call this banging heads), tweak and finalize (you will read about her responsibilities in more detail in her report below). Once we finalize, an Excel Spreadsheet is created and the information is also inputted into Quick Books (using both programs decreases the chance for mistakes). I then create individual reports using Quick Books and send reports to the LMSC Registrar and Treasurer. The Excel spreadsheet is sent to the Finance and Registration Chairs. The Excel spreadsheet and the Quick Books summaries are sent to the USMS Treasurer and Controller.

This year was the introduction of the “permanent ID” and the requirement that all our LMSCs be computerized and use the USMS Registration program we affectionately called “Leoware” (after Leo Letendre, the creator). This was no easy task. Through the hard work, patience and persistence of Anna Lea Roof our Registration Chair, Leo and Esther I am happy to announce that ALL of the LMSC Registrars are up and running!

Major tasks throughout the year –

- Committee Assignments – When - Right after Convention. I work closely with President, Jim Miller, in setting up the committees. This really is quite a task, matching up the wants and needs of the committees, chairs and members, making sure that all zones are properly represented and no members are left out or spread too thin.
- Appendix E of the Rule Book – When - As soon as the committee assignments are complete. I update Appendix E: USMS Directory and sent to Meg Smath, USMS Publications Chair
- USMS Directory – When – as soon as the 2 above projects are done. This is the Directory of “Who's Who” in USMS and it is sent out to all who are in it about the first of the year. It includes members of the Board of Directors, Ad Hoc Chairs, Special Assignments, Liaisons, committee members and LMSC Chairmen. This Directory was originally created a number of years ago by Dot Donnelly and Diane Black. It has really evolved over the years and now includes photos, which was a brainstorm of Edie Grunder's 3 years ago and Carl House was our photographer. This past year, the team of Dick Sidner, Melissa Rinker and Laura Kessler brought the picture taking and photographs to a whole new level. They have all agreed to assist with this project again this year at convention. Thank you!!!
- LMSC Handbook – When – by the end of the year. Again, this was developed a number of years ago by Babs Larsen, Dot Donnelly and Diane Black, to use as a tool to assist the local registrars. Over the years many other committees and offices have added important information and the handbook now includes the following sections: General Information, Registration, Insurance, Sanctions, Top Ten/Records and Tabulations, Long Distance, Treasurer, Marketing/Public Relations, Editor/Newsletter, Convention and By Laws. This year, the entire handbook is being reviewed and analyzed by the Meg Smath and the Publications Committee. Suggestions, additions and revisions will be made so that the 2004 Handbook will be more complete and be able to better service all the officers of the LMSCs. The entire handbook is available on the USMS web site. Complete hard copies are sent to the members of the Executive Committee, LMSC Chairmen and Registrars. The individual sections are sent to the appropriate LMSC Officers. E-mail links to the web site page are sent to the greater USMS Board of Directors and if they prefer a hard copy, one is sent to them.

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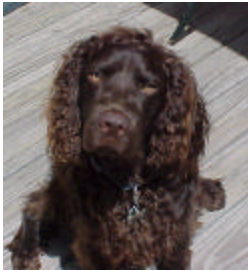
- USMS Letterhead and Envelopes – When – by the end of the year. The letterhead is updated with any changes and sent along with USMS envelopes to the members of the greater BOD, in the quantities they request.
- Rule Book Sponsors – When - Mid to late January. This past year I worked with Cheryl Gettlefing from the Publications Committee (who took over for Mary Lee Watson), with the invoicing of the Sponsors for our Rule Book. Once the Rule Book is printed, the National Office sends out a copy of both the Full and Mini Rule Books to each sponsor along with an invoice.
- Streamlines... *from the National Office* – When – quarterly (January, April, July and October). This is the newsletter from the National Office. It includes: USMS Working Calendar (next 4 months), Contact Information Updates (to the Directory, Rule Book and LMSC Officers), New LMSC Officers and whatever important announcements that will be of interest to our LMSCs and general membership. This is sent out via e-mail to all in the USMS Directory as well as all LMSC Officers. A hard copy is sent to those LMSC Chairmen, Registrars and Editors who not have e-mail. This is posted up on the USMS web site.
- LMSC Officer Update – When – ALL THE TIME! I would like to thank Michael Moore and Webmaster Jim Matysek in making this project much easier! I send my most up-to-date database to Michael and he sends it out to the 53 LMSC Chairmen. The Chairmen review, make updates and send to me. I then update my database and forward to Web Jim. Of course, as soon as we complete this process another change comes in. We do our best to keep this as up-to-date as possible.
- Convention Registration Packet – When – May. Once I receive the convention registration information from USAS, I “personalize it” for USMS and send it out via email to all in the USMS Directory and those in attendance the previous year. I will send a hard copy to those who do not have e-mail. As the LMSCs send in their delegate lists, Sally Ann Dillon our USMS Secretary, sends me names of new delegates and I then forward them the registration packet.
- Convention Packet – When – August (just before I walk out the door for LC Nationals). This packet really is “a doosie”. Each year it gets bigger, but it also gets better! Yup, you are reading it now! We have organized it so that all reports are consistent using a template that was developed by Sally. We have included a beautiful “color” schedule that was developed by Lynn Hazlewood that will make it easier to follow the flow of meetings now that we are using the “block” system. We have also included labeled dividers to make it easier for you to find “where” you are suppose to be “when” you are suppose to be there.

Committees and Task Forces –

- Executive Committee – This is my second year of being a “voice but no vote” on the Executive Committee. I have participated in a number of conference calls throughout the year as well as the various meetings at convention and the mid-year meeting in Phoenix, Arizona last January. This is an unbelievable group of dedicated people who lead USMS and care about every single member. I have learned a lot and it is an honor to work with: Jim Miller, Scott Rabalais, Sally Ann Dillon, Doug Church, Lynn Hazlewood, Nancy Ridout and Patty Powis.
- Database Task Force – This is my second year of being on this task force and I have participated in a number of conference calls. As an organization, you don’t realize how much data you have and in how many different database programs it’s in until you try to put it all together. Fortunately, we have people like: Jim Miller, Lynn Hazlewood, Pieter Cath, Betsy Durrant, Carl House, Leo Letendre, Jim Matysek, Hugh Moore, Patty Powis and Anna Lea Roof, who along with myself make up this task force. The members were chosen for the combinations of their technical knowledge, positions within USMS, and perspective of the future path of USMS. It has been a challenging but positive experience working with this groups goal of developing, maintaining, and updating all major USMS data bases so that all interconnect.
- Bid for the 11th FINA Masters World Championships 2006 Task Force – In April of this year I was appointed by Jim Miller, as the recorder for this task force. Yes, USMS is taking the lead for USAS in bidding for this 2006 event! We have had a number of conference calls and one face to face meeting (at SC Nationals in Tempe). I send out agendas and documents, take minutes and revise minutes and provide most of the communication between the group. The bid is due to FINA by December 31st. As of this writing (July 1st), a location has not been finalized. If we are awarded the event, this will be a tremendous project and I look forward to working with the following members of this task force as well as the meet host in organizing the best Masters World meet ever: Jim Miller, Phil Whitten, Myriam Pero, Shannon Sullivan, Lilly Kron, June Krauser, Sean Fitzgerald, Sandi Rousseau, Barry Fasbender, Mel Goldstein, Nancy Miller, Walt Reid, Dawn Bean (US Synchronized Swimming), Bryan Weaver (US Water Polo), and Richard Blough (US Diving).

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Hmmm... I seemed to have gotten a little carried away. I'm sure there are a few more things I do here but I've been at it for 5 hours now and think I'm about done.



Before I close, I would like to introduce you to my constant companion, Speedo! He is our American Water Spaniel and was born on April Fools Day, 2002 (put these two facts together and believe me, the name Speedo really fits). He is with me all the time and does his best to assist me in any way he can. He especially enjoys his responsibility of accompanying me on NO errands and rides "shotgun" on trips to the Post Office, Bank and storage unit.

I look forward to seeing you all in San Diego and in the meantime, if there is anything you need, you know where to find me!

DATABASE ADMINISTRATOR – Esther Lyman

An indispensable component for being able to integrate all our systems and information is having a lifetime common key to uniquely distinguish one member from the other. In the works for some years, it became a reality in 2003. As each member renews or joins USMS, a unique five-digit code is assigned. This 'permanent identifier' comprises the right side of the registration number (the competitive side) and stays with that member over the years and through all changes or moves, while on the left side of the hyphen (the business side), the LMSC, the current year, and a check-digit, verifies that the member is paid up for the current year. The check-digit or authorization code can only be generated by the registration software and necessitated that all LMSC registrars use the official USMS registration software designed and maintained by Leo Letendre, who really had his work cut out for him this year. Always unflappable, he rarely missed a beat. And neither did Anna Lea Roof, who as Registration Chair provided solid backup and leadership.

These changes definitely required all of us to come out of our 'comfort zone' with procedures and systems, but we all came through it whether experienced in the process or being one of the many 'newbies' to both the process and the software. Amazingly we lost no registrars because of the switch-over and both the national office and the registrars gained in functionality and ease of transmission and record keeping. We had the usual half dozen or more changes of registrars for various personal and business reasons and we thank the outgoing ones for their generous volunteering in the past and welcome the new ones. Both Tracy and I look forward to supporting them and try to lighten their load.

This is our 5th year of having good data available for analysis, and with our total electronic registration records now reaching back ten years, to 1994, we can further analyze where we have been and support forward planning. We continue generating numbers to help determine the delegate count, and support the Treasurer and the executive committee with registration information monthly. At this point in time, we have booked 37,365 members or 88.8% of the 2002 total of 42,048 'net' registrations, based on the permanent ID, i.e. counting transferees only once.

As each of our reports do their work, we have time to think of new ways to analyze our membership data. One recent 'addition' is looking at how well we do in retaining or recruiting across the various age groups – or rather, looking at it based on the year of birth, a more stable point of reference. The following abbreviated chart shows that we are not adding replacements for the natural attrition in the older age groups, but are in fact turning into a much 'younger' organization. This is the first 'cut' of such data and the grouping of ages may be open to discussion.

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Year Born		Year-end Grp	Y1994	Y1997	Y2000	Y2003 YTD
1900-1928	SuperSr	75+ up	1713	1577	1193	820
1929-1943	Seniors	70+ 65+ 60+	3772	3883	3658	3090
1944-1958	Mid-Life	55+ 50+ 45+	12133	13273	13495	11622
1959-1973	Career	40+ 35+ 30+	11173	14188	16649	14392
1974-1985	Students	25+ 19+ 18	259	1338	3709	5939
Grand Total			29050	34259	38704	34539

(as of 5/31)

SUMMARY		(Birth Group as % of Total/Yr)	Y1994	Y1997	Y2000	Y2003
Year Born		Year-end Grp				
1900-1928	SuperSr	75+ up	5.9%	4.6%	3.1%	2.4%
1929-1943	Seniors	70+ 65+ 60+	13.0%	11.3%	9.5%	8.9%
1944-1958	Mid-Life	55+ 50+ 45+	41.8%	38.7%	34.9%	33.6%
1959-1973	Career	40+ 35+ 30+	38.5%	41.4%	43.0%	41.7%
1974-1985	Students	25+ 19+ 18	0.9%	3.9%	9.6%	17.2%

A full report with more current numbers and details by birth year across all ten registration years is available on request from Tracy or Esther. We also have the ability to run reports across the past three years and literally 'map' by 3letter zip code where our members live, according to the last-recorded address. Although the members shown in one location in a given year may not be the same as the year before or after, this report nevertheless shows where the opportunities for swimming are (the pools), based on where they draw their members from and could be useful for planning/forecasting and marketing/advertising. Interestingly, the membership is about evenly divided between zip codes below and 75000 and above 75000.