
USMS NON “BLOCK” COMMITTEE REPORTS

AD HOC USMS ENDOWMENT FUND BOARD OF DIRECTORS

Chair – Doug Church

Committee Members: Tom Boak, Rich Burns, Sally Ann Dillon, Barbara Dunbar, Betsy Durrant, Mel Goldstein, Dan Gruender, F.H. “Ted” Haartz, Lynn Hazlewood, June Krauser, Michael Laux, Jim Miller, MD, Patty Powis, Scott Rabalais, Nancy Ridout, Jessica Seaton, Bill Volckening

ANNUAL REPORT

Numerous contributions were received by the Endowment this year in memory of members and friends of Masters swimming and in honor or recognition of team or individual accomplishments. A continuation of the “check off” system when paying annual dues will be continued as well as continued efforts to educate our members about the opportunity for contributions to the Endowment. We have not received any grant applications as of the preparation of this report although there have been several inquiries and we expect at least one request before convention to be considered by the Board of Governors. The Endowment has continued to grow through contributions and appreciation the benefit of our relationship with Legacy Fund has proven itself many times over through the elimination of management fees and/or very modest fees. The report through the midyear on the status of the Endowment Fund is encouraging. Since January 1st, 2004, we have a reported an increase in the total value of the Endowment Fund to over \$150,000.00 as of June 30, 2004! During the calendar year 2004 we have completed the grant phase approved in 2003 and we have awarded grants of \$4,500 to Bryan Morrison at Arizona State University for basic research on the effect of swimming on aging, and to Joel Stager at Indiana University for the continuation of his research utilizing an accelerometer! Hopefully, both Bryan and Joel will have interim reports on their research at convention.

Finally, many of you knew David Greg, a Masters swimmer from Virginia who passed away this spring during a meet. I hope you had the chance to read the memorial essay by John Feinstein which appeared in the July/August issue of SWIM. It not only honored David’s life and passion for swimming, but it offered an excellent explanation of our collective passion as well. Thanks to John for the article and our best wishes to David’s family as they learn of the many, many heartfelt words that were spoken by so many about his contributions to swimming and his meaning to them.

AGENDA

Wednesday, September 15th, 5:00-6:00 pm
Meeting Room - Council

1. Welcome
2. Minutes of 2003 Meeting
3. Report on Endowment Status
4. Report on Grant Applications, if any
5. Old Business
6. New Business
7. Adjourn

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ZONE COMMITTEE

Chair - Lynn Hazlewood

Committee Members: Marcia Anziano, Breadbasket Zone; Debbie Morrin-Nordlund, Colonies Zone; Rob Copeland, Dixie Zone; Mike Lemke, Great Lakes Zone; Doug Garcia, Northwest Zone; Joan Alexander, Oceana Zone; Marcia Marcantonio, South Central Zone; Lucy Johnson, Southwest Zone.

ANNUAL REPORT

The Zone Committee has been busy this year with start-ups of a number of projects. In pursuit of these goals, we have had conference calls from January through July to keep in contact and to move the work along on a consistent basis. I would like to thank the members of the committee for their diligent work and intelligent contributions to the process. We have completed our work for the year and will be able to spend our convention meeting planning for next year.

Projects and discussion that have taken place since the last convention are:

1. **LMSC Grants Project:** Mike Lemke took the lead on this project. This was a start-up project to provide financial support for LMSCs in an effort to strengthen USMS from the local level. We had a \$5,000 fund to spend and decided to implement a limited project for the first year so we could utilize the funds wisely and have a basis for evaluation and expansion for next year. There were two types of grants offered for 2004—convention grants for small LMSCs and special grants for LMSCs to use as seed money to begin programs. Applications were due by June 1, 2004.

This turned out to be a very successful first year with seven applications for convention grants and two special grant applications. We awarded convention grants to Border, Inland Northwest, Midwest, Oklahoma, and Snake River LMSCs. Special grants were awarded to Indiana LMSC to assist in the purchase of equipment for coaching clinics and Michigan LMSC for funding membership promotion. All grants were for partial funding with the LMSCs contributing about half of the cost.

For 2005, the grants will be opened to the Zones for projects intended to assist their LMSCs. The application deadline for special grants will be extended to September 1. During the convention meeting we will be discussing the 2005 program further.

2. **Election Guidelines Amendments:** Lucy Johnson reviewed the current election guidelines and proposed amendments for updates in preparation for the 2005 election. The Zone Committee spent time during several meetings discussing and approving these amendments and adopted the final version at the July 27th meeting. The updated guidelines, with tracking, appear in the convention packet.
3. **Communications Plan:** One of the zone committee's requirements is to act as a communication bridge between the national and local level. Rob Copeland has begun to put together a communication plan for the committee to use in bringing national level projects to the LMSC level. The experience we had promoting our grants program will aid in defining this process. Communications will be a major focus for the committee next year.
4. **Zone Rep Job Description:** Debbie Morrin-Nordlund is in charge of completing and proposing updates to the job description the committee approved at last year's convention. She has been busy this year developing appendices to attach to the job description which will assist the zone reps in understanding and executing their responsibilities.
5. **LMSC Convention Workshops:** Rob Copeland and Lynn Hazlewood connected with Michael Moore (LMSC Chairs group organizer) to set up LMSC workshops for convention. There are five workshops scheduled to begin directly after the zone meetings on Saturday. The local LMSC will provide lunch, to

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allow us to maximize the time available for the workshops and your zone reps will facilitate delivery. The workshops planned are: a) LMSC Chairs meeting; b) Managing Corporate Documents; c) SWOT Training for LMSCs; d) Club Mentoring; and e) Communications.

AGENDA

Wednesday, September 15th, 5:00+6:30 pm
Meeting Room – Cloister South

1. Introductions
2. Approval of minutes for the July 25 meeting
3. Schedule the next meeting
4. Grants program
5. Election guidelines
6. Zone Rep Job Description
7. Communications plan
8. Committee organization and tasks

BREADBASKET ZONE

Zone Rep - Marcia Anziano

Activities in the Zone for the second half of the year include Minnesota sponsoring "Swim Across Minnesota" where swimmers kept a daily log of their distance beginning on May 31st and all finishers were posted to the website. This type of event is great for all swimmers to give them a goal for their summer workouts. In addition, Minnesota opened its Long Course State Meet held on July 18th to the Breadbasket Zone and designated it as the official Long Course Zone Meet, the first one held in the Breadbasket Zone.

Missouri Valley was busy over the summer with 2 events in June, a 1 and 2 mile open water swim held on June 13th at Sunnen Lake in Potosi, Missouri, hosted by the St. Louis Masters. In addition the 2nd Annual Old Pike Masters Long Course meet was held on June 22. During July there were two events in the state where swimmers could participate. On July 16 – 18, the Show Me Games were held in Columbus, while on the 18th of July, the Sunflower Games were held in Topeka.

Colorado again had a permit to do Open Water Training at the Chatfield State Park in the Gravel Pond from May 15 through September 25th. This is a major undertaking as the pond is open to swimmers on Monday and Wednesday evenings and on Saturday mornings. All sessions require check in and supervision. However, this is such a popular place to train that many individuals are willing to help out. After the previous summer with no Long Course Pool events, this year the Highlands Ranch Master's team hosted their 1st annual Long Course Meet in early June. It is hoped that this will become an annual event. During July a second Long Course Meet was hosted by the Squids Masters Team. And also in July, the Evergreen Masters hosted the ever popular Evergreen Masters Golf Tournament. During August, the annual Wingshadow Horsetooth Open Water Swims were contested.

AGENDA

Saturday, September 18th, 10:30 – 11:15 am
Meeting Room – Exhibit Hall East

1. Introduction of Attendees
2. Follow-up on Action Items:
 - a. Encourage Iowa to attend Convention
 - b. Proposal for Zone Boundary Change – Paul Smith – report of effect on committees
 - c. Improve Communication by sending newsletters to all LMSC chairs within the Zone
 - d. Volunteer to be custodian of the Zone records
3. Zone Meet – short course – review of the 2004 meet
4. Zone Meet rotation for 2005 – short course.

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(original list 2001-Colorado; 2002-Kansas City; 2003-Nebraska; 2004-Minnesota; 2005-Iowa; 2006-St. Louis) 2003 was passed to Minnesota. 2004 was passed to Iowa. 2005 to St. Louis? Do we want to host another long course meet?

5. Communication Review in General
 6. Zone Operating Guidelines – review of and discussion of need
 7. Other Old business
 8. New business
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COLONIES ZONE

Zone Rep - Debbie Morrin-Nordlund

1. Schedule developed for Colonies Zone Dot Donnelly Award process. Committee assembled to review award nominations.
2. Adirondack LMSC working with USMS Marketing Committee on Pilot Marketing Project

ACTION ITEMS

1. 2004 Colonies Zone Dot Donnelly Award determination
2. Solicitation of Colonies Zone Meet bids (2004 SCM, 2005 and 2006 meets)
3. Revival of Colonies Zone newsletter

AGENDA

Saturday, September 18th, 10:30 - 11:15 am
Meeting Room – Great Hall East

1. Introductions
 2. Approval of April 2004 Colonies Zone meeting minutes
 3. Presentation of Colonies Zone Dot Donnelly Award
 4. Report from subcommittee reviewing Colonies Zone Meet Guidelines
 5. Colonies Zone Meet bids and approvals
 6. Colonies Zone Newsletter
 7. New Business
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DIXIE ZONE

Zone Rep – Rob Copeland

This year the Dixie Zone has played host to two national championships. The YMCA Masters National Championships in April in Ft. Lauderdale FL and the USMS 5K Open Water Championships in June in Amelia Island / Fernandina Beach FL. And soon we are honored to host our third, the USMS National LCM Championships, August 11-15 in Savannah GA.

We have also conducted two Zone championship events; our SCM championship in Marietta GA and our SCY championship in Brentwood TN. Both competitions were excellently organized, well attended, and had some phenomenal swims. Congratulations to all the participants and a heartfelt thank you to all the volunteers who made these events possible!

We are also the fortunate hosts of the 2004 and 2005 USAS conventions, in Orlando FL and Greensboro, NC. Talk about Southern hospitality!

None of this would be possible without the dedication and commitment of our club, LMSC and zone volunteers. These folks continue to amaze me by their willingness to give so much of themselves for the sport we all love. Thanks! With special thanks to the Florida Masters who are hosting us at this Annual Convention, also to Scott Rabalais and the Savannah Masters for all their efforts in running a great Nationals! And I would be remiss if I didn't give special recognition to Dick Brewer our Dixie Zone webmaster (and so much more) for all of his efforts with our zone website and in communications that bring our zone together. And also thanks to Ed Saltzman for his contributions in keeping our Zone Top 10 and records current and accurate.

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AGENDA

Saturday, September 18th, 10:30 - 11:15 am
Meeting Room – Exhibit Hall B

1. Zone Specific Tasks
 - a. Financial Report
 - b. Newsletters
 - c. Top Ten Times
 - d. Records
 - e. Zone Meets
 - f. Top Ten Patches
 - g. Zone Policies
2. Zone Activities for 2004-2005
 - a. Championship Meet Bids
 - b. 2005 Calendar
 - c. 2005 Convention – Greensboro, NC
 - d. Other Activities
3. Coaches Mentor Program
4. Future Direction of Zones
5. Discussion of "HOT" Convention Topics
6. New Business
7. Adjourn

GREAT LAKES ZONE

Zone Rep - Mike Lemke

Nearly all Great Lakes LMSC's appear to be operating smoothly and this summer has again been very active with competition, including the 2004 short course nationals which were held in Indianapolis in April. We conducted interim meetings among the LMSC chairs for the first time (in conformance with new Zone Rep Job Description) and several LMSCs report significant happenings since the mid year report. These include:

Central LMSC presented the 2004 CMSA Coach of the Year award to The Wellness Center Sea Dogs coach, Brent Newcomb and the CMSA Service Award to retiring CMSA Registrar, Pat Sengstock; Pat Sengstock, who has been CMSA Registrar for nearly 20 years, is retiring from that role this summer. Marcia Cleveland will be the new Registrar, with Greg Weber taking the title of Assistant Registrar and member of the Registration Committee; Max Zollner has asked to step down from the office of CMSA Treasurer before completing his present term of office. Barbara Delanois has been appointed, with concurrence of the CMSA Board of Directors, to complete Max's term (July 1, 2004 - September 1, 2005). Phil Dodson will be assisting Barbara with the treasurer duties and has been appointed as Chair of the new Finance Committee.

Lake Erie reports registrations ahead of last year and will be happy to have 6 at convention. The budget is in the black and things are going well.

Indiana - Greater Indiana Masters Swimming (GRIN) held its annual state championship meet at Avon High School on March 26-27, 2004. It was a huge success and remarkable for its growth. Participants in the meet numbered 232, vs. 160 in 2003. This represented 18 teams primarily from Indiana, but with representatives from Ohio and Illinois. During the break, the Irv Merritt Memorial Award, GRIN's highest honor, was given to three worthy recipients for their years of service to masters swimming: Melissa Rinker, Cheryl Gettelfinger and Diane Sidner. Two GRIN members, who continue to compete, will attain 80 years of age this year and were granted Lifetime Member Emeritus status: Dr. Cory SerVaas (F75-79) GRIN Emerita; and Doug Strong (M75-79), GRIN Emeritus. Eleven individual and two State records were set.

Recent meets in Indiana included the Indiana University Masters (DOC) Meet in Bloomington on Feb 14, 2004, and Michiana Masters (March 21, 2004) in South Bend. The 10th Annual NASTI/GRIN Fitness Series concluded with a Leap Day swim on Feb 29, 2004. The SCY National Championship Meet (April 22-25, 2004) was a huge success and can be read about in the July/Aug issue of SWIM Magazine, Vol XX (4) along with the

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tribute to Doc Counsilman. The two-mile cable National Championship was held on a beautiful June 27, 2004 at Eagle Creek Park in Indy. Results are on the web at GRINswim.org and USMS.org. Also successful were the Fall Classic (zone champion-ship) at IUPUI, the Fitness Series, and the Indiana participants in the January One-Hour Postal swim was large and enthusiastic.

After the success of our "snooper clinic" in June 2003, GRIN purchased a snooper camera of its own and has since provided it free of charge to any USMS member or club registered in Indiana. The snooper has been used in clinics in January at the One-Hour swim (NASTI/GRIN Fitness Series), in March at Healthplex Masters in Indianapolis and in Avon at our state championship meet. Another clinic is scheduled for northern Indiana in July 2004. We hope to upgrade this with a Tivo system in near future. These clinics are fun and provide real value to membership in USMS.

Last year's (2003) convention in San Diego was fruitful. The Indiana contingent was comprised of 8 conventioners: Dick Sidner, GRIN Chair; Cheryl Gettelfinger, Vice Chair; Doug Church, USMS Treasurer; Randy Crutchfield, Treasurer; Jim Lewis, Registrar; Joel and Nan Stager (Coaches Liaison and Sanctions) and Melissa Rinker (Marketing). Due to transitions and training, in September 2004, we will take a record 11 individuals to Convention in Orlando: the entire cast above, plus Dannyelle Mitchell (Registrar-in-Training); Raena Alexis Latina (Newsletter Editor); and Dave Oplinger (Web Master).

ACTION ITEMS

1. There is a suggestion that we form a subcommittee to mentor any LMSC within our Zone that may be in need of assistance.

AGENDA

Saturday, September 18th, 10:30-11:15 am
Meeting Room - Sapphire

1. Roll call and approval of minutes
2. LMSC Reports
3. Old business
4. Meet schedule and discussion of scheduling issues
5. Interim Zone meetings
6. Zone Grant program update
7. Other new business

NORTHWEST ZONE

Zone Rep - Doug Garcia

It has been a relatively quiet year in the NW Zone. Communication has been limited to zone meetings and an occasional email between meetings. A Yahoo Group has been set up, but the activity has been limited. Our zone newsletter has been produced twice since last convention, with thanks to our editor Bill Volckening. Thanks to our webmaster Dave Radcliff who does an excellent job maintaining the NW Zone Web site. Since our last convention in San Diego, we have met once in Port Orchard Washington for the 2003 Zone Short Course Meters Champs, and again in Corvallis Oregon for the 2004 Short Course Yards. Both of these meetings the topic of discussion has been location of future zone championships, and the revision of the NW Zone policies. I hope that we can bring some closure to the zone policies at our meeting in Orlando.

As of this writing in early July, we have not received a bid to host the 2004 SCM Zone Champs. Talks are in progress with an Oregon team, but nothing has been confirmed. I hope that we will have some definitive plans by the time we meet in Orlando and possibly in Port Orchard for the LCM Zone Champs.

I am pleased to announce that we have selected two delegates from our small LMSC's to receive Convention Funding Grants. Dave Radcliff representing Oregon and Jeanne Ensign representing PNA served on the committee that selected Virgil Crampton the Inland NW treasurer, and Kevin Colleran the Long Distance Chair from Snake River to attend this year's convention in Orlando. Thanks to Dave and Jeanne for serving on the

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committee, and congratulations to Virgil and Kevin. Veteran conventioners, please welcome Virgil and Kevin and guide them through our maze of meetings.

Based on the projected expenses for this convention and the balance of funds available in the NW Zone fund, it was decided that we should fund only two delegates for this year's convention. In addition, both Inland NW and Snake River will also receive convention funding from the USMS Zone Committee.

AGENDA

Saturday, September 18th, 11:15 – 12:00 am
Meeting Room – Great Hall West

1. Review of Minutes from San Diego, Port Orchard and Corvallis
2. Reports
 - a. Zone Rep's Report
 - b. Financial Report
 - c. Webmaster Report
 - d. Newsletter Editor Report
3. Old Business
 - a. Zone Policies--This will take up a good portion of the meeting, please be familiar with the document that you will receive prior to our meeting, and be prepared for suggestions and changes.
4. New Business
5. LMSC Reports if time permits
 - a. Alaska Masters
 - b. Inland Northwest Masters
 - c. Montana Masters
 - d. Oregon Masters
 - e. Pacific Northwest Association
 - f. Snake River Masters
 - g. Utah Masters

OCEANA ZONE

Zone Rep - Joan Alexander

Oceana Zone has 2 LMSCs, Hawaii and Pacific. As of June 18, 2004 has a combined registration of 8,798. Hawaii has reported 550 swimmers and 12 clubs and Pacific has 8,248 swimmers and 112 clubs.

It is with great sadness that Pacific Masters Swimming announces the death of Alan Liu – 1973-2004. Alan was head coach of Mountain View Masters, in Mountain View CA. Alan was riding his bike near Santa Rosa on April 11, 2004, training for the Wildflower Half-Ironman Triathlon, when he was struck from behind and killed by a drunk driver. He was a dedicated coach, an enthusiastic teammate, and a good friend.

Pacific LMSC has a full swim calendar in all courses for 2004. Many National and World swim records have been set this past year, and many with Top Ten Times in all three courses.

Santa Cruz Masters again hosted both Short Course and Long Course Championships with over 800 swimmers attending the 2004 Short Course Championships. A photo was taken from the roof with just about everyone in the pool. The Long Course Championships will be held after this report goes to press. Thanks and congratulations to Joel Wilson and Paul Wrangell (Cruz) and all the supporting staff for well run meets.

Coaches Report: For the 2004 and 2005 seasons, the focus for the Pacific Masters Coaches Committee will be "EDUCATION AND COMMUNICATION". Put into work already this season have been scholarships opportunities for coaches to attend the annual Pacific Swim Coaches Clinic every January in Napa, the clinic provides presentations from the best-known coaches within the entire swimming community and specific Masters tracts to address the unique needs of our sport. A one-on-one mentoring program is available for those coaches or teams that could benefit from some of the more experienced coaches within Pacific Masters. PMS provides funding for a team to hire substitute coaches for their program as their coach shadows a mentoring coach at his program for a day, and a small stipend to the mentor coach. Brian Stack and Kerry O'Brien plan to have a Comprehensive Fitness clinic (broken out from the Napa Clinic) in late November at The Olympic Club

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new pool. Pacific Masters had taken a successful page from the USMS Coaches Committee and is adopting an on-deck coaches program for our regional championships. Other opportunities include observing and sitting in on swimmer/coach video assessments during the Walnut Creek Masters Intensive Training Camp in March, and being involved in the quarterly PMS Coaches Retreats where ideas can be shared and concerns can be heard. We hope this will develop into one of our more promising ventures. Pacific will be represented at Convention this year with 21 delegates and 9 automatic delegates.

Hawaii LMSC – The Hawaii LMSC membership is down slightly from last year, but they have a lot of first time members. Diane Stowell is visiting the various clubs on Oahu to work with them in educating them on USMS, and the various benefits. Hawaii does have two new clubs on Oahu that have registered this year. Hawaii will be represented at Convention with 3 delegates. The Hawaii International Masters LC Meet was held on Oahu June 26th. Unfortunately they only had about 50 participants. There was at least one possible national record set.

The Maui Channel Relays and the Waikiki Roughwater Swims are on different dates this year. The Maui Channel Relay is Saturday, September 4 (entries at <http://www.mauichannelswim.com>). The Waikiki Roughwater Swim is Sunday, September 26 with entries at <http://www.mastersswimmaui.org> .

The County of Maui is planning on submitting a bid for the 2005 USMS Nationals. Long Course or Short Course. We have Amy Patz (co-meet director of the 2002 SC Nationals on Oahu) joining Diane Stowell and Janet Renner at convention this year.

AGENDA

Saturday, September 18th, 11:15 – 12:00 am
Meeting Room – Exhibit Hall C

1. The Workshops will be discussed.
2. Janet Renner will update the committee on the progress of Hawaii Masters.
3. The Coaches Mentor Program
4. Discussion on Rules.
5. I will be open to any other issues the delegates wish to discuss.

SOUTH CENTRAL ZONE

Zone Rep - Marcia Marcantonio

In the South Central Zone we would like to add a short course meters zone championship meet to the schedule. The short and long course zone meets are always well attended.

The agenda for the meeting at convention will include discussion about criteria for zone meets. Some feel the need to relax requirements regarding awards.

Quarterly zone meetings will be a topic for discussion. This zone has never had such meetings and having them will hopefully stimulate communication and support for the core objectives.

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AGENDA

Saturday, September 18th, 11:15 – 12:00 am
Meeting Room – Exhibit Hall C-1

1. USMS business
 2. Zone Meet Reports for 2004
 3. Bids for zone meets for 2005
 4. Review zone meet criteria
 5. Events calendar
 6. Zone project
 7. Zone manual review
 8. Zone records keeper
 9. New and old business
 10. LMSC reports
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SOUTHWEST ZONE

Zone Rep – Lucy Johnson

AGENDA

Saturday, September 18th, 11:15 – 12:00 am
Meeting Room – Exhibit Hall D

1. Minutes from South West Zone meeting Sept. 2003
 2. Reports
 - Chair
 - Treasurer
 3. New Business
 4. Web site updates
 5. Event schedules
 6. Budget requests
 7. For Zone through USMS
 8. For the LMSC's within the SW Zone
 9. Old Business
 10. Adjourn
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LMSC WORKSHOPS

Saturday, September 18th, 12:15 – 2:00 pm

The USMS Executive Committee spent four days together in January for its mid-winter meetings. Among the decisions made at those meetings was to direct our focus to strengthening USMS through support for the local level. The intention is to *Service the Membership*, and *Educate the Membership* in fulfillment of two of our core objectives. If we do these tasks properly, we will, as a natural by-product, *Build the Membership*. To that end, the convention schedule was set up to allow time for LMSC workshops. The Zone Committee was tasked to see that these workshops are planned and executed in a way that will be beneficial for LMSCs. Committee members Lynn Hazlewood and Rob Copeland joined forces with Michael Moore to schedule the following five workshops.

Workshop #1—LMSC Chairs Meeting **Meeting Room – Exhibit Hall A**

The LMSC Chairs meeting will be led by Michael Moore. This is an opportunity for LMSCs to network at convention and exchange ideas.

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Workshop #2—Management of Corporate Documents Meeting Room - Diamond

The Corporate Documents workshop was organized by Barbara Dunbar, Patty Powis, Tracy Grilli, and Meg Smath. The intention is to raise the consciousness of the need to manage LMSC corporate documents through acquisition, organization, and retrieval methods.

Agenda:

- I. Call Meeting to Order by acting Chairman
- II. Introductions
- III. LMSC Corporate documents:
 - A. Required documents
 1. Bylaws
 2. Financial Reports
 3. Annual Meeting Minutes
 4. Registration/Membership
 5. Federal and State Tax Returns and Documentation
 - B. Other LMSC Documents
 1. General Meeting Minutes
 2. Chronological List of Approved Motions from Meetings
 3. Treasurer’s Reports
 4. Financial Audit Reports
 5. LMSC Budget
 6. LMSC Bank & Financial Institution Account(s) Documentation
 7. Sanction and Recognition Applications and Issued Forms
 8. Pool Length Measurements and Certification Forms
 9. National and World Record Applications Forms and Documentation
 10. LMSC Records list
 11. Other (Correspondence, Insurance Claims, Grievance Issues, etc.)
- IV. General Management of Documents
 - A. LMSC Notebooks with important documents
 - B. LMSC Electronic Files of important documents
 - C. Procedures for Archiving Documents
 1. Physical, hard copies
 2. Electronic Text and Data Files
- V. Document Availability or Accessibility
 - A. LMSC Web site
 - B. LMSC Office or Physical Storage Location
(hard copies and back ups of electronic files)
- VI. Other
- VII. Announcements:
- VIII. Adjournment

Workshop #3—S.W.O.T Training Meeting Room – Exhibit Hall C

The SWOT workshop will be led by Rich Burns, who provided the following information on the workshop's purpose and agenda:

The USMS Marketing Committee is embarking on a program to assist LMSCs in enhancing the effectiveness of their marketing programs. Working with Adirondack LMSC, the committee is implementing a pilot program incorporating a strategic marketing process developed for the Executive Committee. A key step in the process is an analysis of the LMSC’s strengths, weaknesses, opportunities and threats (SWOT).

This hands on, interactive session will describe the nature of a SWOT Analysis and then proceed to conduct an analysis that will comprise the first step for the Adirondack LMSC. Mary Field, LMSC chair will represent the Adirondack in identifying the SWOT elements. Since most LMSCs share similar concerns, the session

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will explore the issues that impact LMSC marketing and management. The results of the SWOT evaluation will then be evaluated, and the session will demonstrate how the SWOT elements can be turned into an action plan. The specific conclusions will provide Adirondack with a program for proceeding with their marketing planning.

The session is relevant to all LMSC representatives. It also will provide a valuable framework and take away usefulness for any group within USMS (zones, clubs, committees, etc) in the future planning of their activities. We invite participation by all delegates in assisting in this important first step in the pilot marketing program.

A SWOT Analysis is a benchmarking process used in strategic and marketing planning. Internally it delineates *strengths and weakness*, and externally it identifies *opportunities and threats*. The SWOT Analysis is conducted to identify the attributes and virtues of the organization that can be the focus of the marketing program, and to understand the deterrents and obstacles to the organization's or marketing programs success. A thorough SWOT Analysis is incredibly revealing in identifying and defining the major issues confronting an organization.

Strengths

Strengths are internal attributes of the organization that make it different and special. They can include the structure, people, resources, history, accomplishments, values, programs, size, geographic presence or anything else that empowers the organization to excel in its purpose and mission. The list of strengths provides guidance on the resources and capabilities upon which to build the strategic marketing program.

Weaknesses

Weaknesses are also internal and are self imposed limitations and problems that are negatively impacting the organization. These are typically the same categories as strengths but that are not in favor of the organization. The challenge, once weaknesses are identified, is to mitigate them.

Opportunities

Opportunities are situations or conditions that exist outside the organization. Opportunities for USMS could include size of market, facilities, alliances with other organizations, education etc. Opportunities must be aligned with strengths to determine how best to capitalize on them.

Threats

Threats come from outside the organization. Threats, like opportunities, vary in their magnitude and longevity. Some can be mitigated through the development or marketing program. Others may be permanent. Threats could include competition from other programs (YMCA, health clubs etc.), transient membership, etc.

Workshop #4—Club Mentoring Meeting Room – Exhibit Hall D

The Club Mentoring workshop will be led by Rob Copeland and is intended to give LMSCs knowledge they can use to assist club development in their local area.

Agenda:

1. Introduction and Preview of topics
2. What is a USMS club – defining the relationship between LMSC, club, and chapter
3. Legal Issues for USMS Clubs
4. Non-profit organizations
5. Mission
6. Board/Owner Leadership
7. Board Basics
8. Team Building
9. Finances and resource Development
10. Club Assessment
11. Questions & wrap-up

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Workshop #5—Communications Meeting Room – Exhibit Hall C-1

The Communications workshop is organized and will be led by the Communications Committee. It is intended to address a variety of LMSC communications issues. The workshop will be divided into four 20-minute panel discussions.

Agenda:

1. Intra-LMSC communications.
2. Websites
3. Newsletters
4. Welcoming new members