

President Jim Miller called the meeting to order at 8:35 pm EST. Present were Scott Rabalais, Sally Dillon, Doug Church, Lynn Hazlewood, Nancy Ridout, Patty Powis, and Tracy Grilli. Bill Volckening joined the call at 9:15 pm.

1. The next meeting of the EC will take place in Dallas, TX at the mid-year meeting, January 6-9, 2005.
2. DECISIONS MADE SINCE THE LAST MEETING:
 - a. The minutes of the November 15 conference call were approved and distributed.
 - b. A change was made in the EC Liaison assignments. Lynn will now have the Publications Committee and Sally will have the Long Distance Committee.

3. OFFICER REPORTS:

President: Jim reported that the final issue of *SWIM Magazine* has caused the predictable debates regarding the promotion of SPI's publications and how that conflicts with USMS interests. The editor-in-chief's article in the November/December issue created confusion among USMS members about whether they would be getting an official publication. We have chosen not to block SPI's promotional articles, though the pages are USMS's control by contract. Jim produced a President's note for the last issue of *SWIM Magazine* that will be reproduced by SPI without alteration. Jim also will have an introduction to the first issue of *USMS SWIMMER*.

Jim noted other topics under discussion at this time including the selection by a committee in conjunction with IMSHOF ceremonies, but not as part of IMSHOF, of "Pioneers of Masters Swimming". This is not a USMS committee or task force. Also under discussion are, the payment of the USAS bill as outlined in the last minutes, the review of the departments within the new national publication, and the appointment of representatives for ASUA/UANA and the Masters FINA Congress in Montreal in conjunction with the other masters disciplines.

Vice President: Scott reported on committee activity. The Coaches Committee is working on securing presenters for the 2005 ASCA World Clinic. ASCA's John Leonard has requested a Christmas deadline for presenters, so they're working fast on this one. The clinic is Sep 5-11 in Ft. Lauderdale. The Recognition & Awards committee is dealing with the issue of the use of the USMS name (or Masters Swimming) for unauthorized and unapproved swimming awards. The Fitness Committee has set its course for 2005 with projects such as the article of the month, fitness events, virtual swims and web site contributions. They are calling on committee members to help with the new magazine editorial contributions. Scott is still working with event organizer, Rob Mather, regarding USMS's involvement in the World Swim for Malaria, (12/05). Their web site is www.WorldSwimForMalaria.com. There is no word yet on the response from our clubs.

Secretary: Sally reported that she held a conference call with committee chairs, Barbara Dunbar (History & Archives), David Diehl (Officials), Peter Crumbine (Long Distance), and Leo Letendre (Rules) on November 29 that was very productive. She shared the minutes of the meeting with the EC.

Treasurer: Doug reported that USMS Controller Margaret Bayless and he are monitoring our cash position as we approach year-end with the intent of maximizing investment opportunity for our reserve funds while still having cash needed to meet expenses. He expressed thanks to Margaret for her analysis. The usual flurry of year-end expenses are being handled, checks issued, accounts reviewed, etc. The Finance Committee continues to work hard on projects that were assigned during the convention. Doug thanked Ralph Davis for helping focus on the issues related to the national publication. Tom Boak and the committee are staying on top of budget issues as they arise or may be anticipated. The Planning Committee and governance process continues forward with work on the definitions of the positions to be elected, coordination with the Election Operating Guidelines, and preparation of legislation for next year. Doug expressed thanks to the leadership of Betsy Durrant and the hard work of the committee members. Not only is Planning working on governance issues but they are also pursuing other projects that have developed during and since convention. The Endowment Fund is beginning the process of looking for grant applications for next convention. It was noted that the Counsilman Center and Dr. Joel Stager were recently featured in *The Men's Journal* magazine (January issue) that headlined Michael Phelps but really dealt with the topic of "swimming in the fountain of youth". This represents work done as part of the USMS funded research conducted by Dr. Stager. Doug noted that it is great reading.

Zone Chair: Lynn reported on committee activity. Hugh Moore (Communications chair) is in the process of recruiting volunteers to staff 5 new subcommittees: Technology Applications, Meet Results Database, Calendar of Events, Marketing, and Discussion Forum Monitors. These subcommittees will join the magazine transition team, magazine content proofing team, and web administrators to comprise the bulk of the committee work in the

coming year. Meg Smath (Publications chair) submitted the Rule Book to the printer December 10. Meg will be getting the PDFs to Jim Matysek sometime during the week for posting on the web.

Lynn also reported that during a November 28 meeting the Zone Committee revised plans for the use of the zone projects funding and decided to target specific projects for the funds, rather than offering them on a voluntary basis. The committee agreed to continue to offer convention grants for small LMSCs, collaborate with the Coaches Committee to bring swimmer clinics to each zone, and develop a club-mentoring program. They also discussed the convention workshops and agreed that the workshops should be intended to provide an educational experience for delegates to take back to their LMSCs. They will ask the EC to schedule the workshops so delegates will have an opportunity to attend more than one workshop. Two of the concepts discussed for the 2005 Convention were to have workshops presented multiple times and the creation of a workshop track.

Lynn has spoken with Doug Garcia about re-energizing the LMSC Pilot Marketing project. The club-mentoring program will augment the pilot project. She has also communicated with Mel Goldstein about how the Zone Committee can support Mel's efforts to bring club-mentoring education to LMSCs. The Zone Committee will prepare a proposal during its January meeting.

The BOD has approved the Election Operating Guidelines (EOG) amendments. The Election Section of the USMS web site is ready to go except for some editing and the description of the duties of the BOD members. The Governance Task Force will provide the latter. Lynn has received an interim report from the Communications subcommittee on electronic voting, which defines the issues involved and identifies some existing software to be investigated.

At the December 6 *USMS SWIMMER* transition team meeting, the group MSA to make two proposals to the EC: (1) MSA - proposal to approve the creation of an Editorial Board. The purpose of the Editorial Board is to set policy, monitor, and integrate all USMS publishing activities. The Board will also act in support of the operations staff handling the separate elements of USMS publications and facilitate consultation with other areas of USMS. The BOD will define tasks beyond this purpose after it is constituted. Day-to-day operations will continue to be handled by the currently defined staff. (2) MSA - proposal to set the price for non-member subscriptions to *USMS SWIMMER* at \$19.95 per year. (See agenda item #5.) They also discussed advertising prices in the media kit, status of editorial content for the March/April issue, the editorial calendar for the May/June issue, responsibilities of the content proofing team, and the extent of web site integration to be implemented.

The conversion of the USMS web site to the new design has been started. An effort will be made to complete the work in as short a period as possible. Comments have been received from Doug Garcia, Marketing Chair, on ways to make the web site more useable for marketing. As a long-term goal, this is desirable and opportunities with the Marketing Committee in the next version will be explored. The current redesign is more about creating flexibility and implementation of the most up-to-date web design principles. Once that is completed, we can move forward with further refinements to fulfill our core objectives.

Lynn has sent briefing information generated by Jim Matysek to Doug Church and Tom Boak on the Merchant Account project. Finally, Lynn reported that she is working on a list of accomplishments for USMS during this administration. She submitted the list and asked the EC to add other items, including those planned for 2005. The document is intended to be a history of the years we are in office.

Past President: Nancy reported that the committees with which she is liaison (Marketing, Registration, Records & Tabulation) are active and productive. The Sponsor Liaison (Mel Goldstein) has distributed the sponsor renewals to those whose contracts are over at the end of 2004. The Newsletter Editor (Bill Volckening) submitted the USMS material for the last issue of *SWIM Magazine*, forwarded some of it to the EC, and has been diligent about getting the editorial out for the first issue of *USMS SWIMMER*. The High Altitude Training Camp schedule is being finalized, as is the paperwork for the OTC and USA Swimming.

Legal Counsel: Patty reported that we are working toward a proposed contract to send to Douglas Murphy Communications (DMC) to serve as the publisher of our national magazine. She circulated a draft contract to the Executive Committee, the Finance Committee Chair (Tom Boak) and the USMS Editor (Bill Volckening) on December 1. The draft is based on Douglas Murphy's usual publishing services contract, with many changes to make it compatible with the nature of USMS and to address the many issues that people told her they wanted in the contract during and after convention. Patty has since received comments from EC members, Tom Boak and Ralph Davis, a Finance Committee member. She has made the pure wording changes that have been suggested. However, some of the comments that she received require policy and business decisions and aren't

just a matter of writing something into the contract. Those matters will be discussed by the EC in tonight's meeting.

At the request of the Organizing Committee for the 2006 FINA World Masters Championship, Patty prepared a proposed liability release to cover the whole event, not just Masters swimming. She has corresponded and spoken with Bruce Hopson, who is on the Ad Hoc Legal Counselors Committee, about an issue that arose from the 2004 IGLA Championships in Ft. Lauderdale. Apparently, an athlete swam a time that should be a FINA Masters World Record, but it did not qualify because the meet was recognized, not sanctioned, by USMS. Bruce is going to contact Rob Copeland (Legislation) to inquire whether the rules can be interpreted to allow a retroactive sanction.

Proposed contracts are out to sponsors at this time and we have not received any requests from sponsors for changes to the draft contracts.

We have had a few incidents lately that lead Patty to believe we will need some work from outside counsel this coming year to protect USMS's trademark rights. She has included some money in the Legal Counsel's 2005 budget to cover legal fees.

3. DMC CONTRACT: The EC discussed various aspects of the contract for our national publication (see the Legal Counselor's report). Most of the changes requested by those making comments by e-mail were adopted. Patty will contact DMC about questions that we had and then draw up the final contract.
4. *USMS SWIMMER*: Bill Volckening joined the conference call at 9:15 pm and reported that the publication is moving along as scheduled although a couple departments are still in the developmental stage. The content proofing team consisting of Nancy Ridout, Scott Rabalais, Meg Smath, and Kathy Casey is reviewing content. They are providing great feedback and the response on the items reviewed has been very positive. The EC discussed one of the departments and came up with various ideas Bill might investigate.
5. TRANSITION TEAM REPORT: Referring back to Lynn's report, *it was MSA to endorse the recommendation of the transition team to charge \$19.95 for non-USMS member subscriptions to the magazine. It was also MSA to endorse the recommendation of the transition team to create an editorial board.*
6. MERCHANT ACCOUNT: Doug had nothing new to report and will look into information provided by Jim Matysek.
7. TV AD: Mel Goldstein requested that we use our USMS ad for the TV coverage of the Tiburon Mile. The EC will suggest to Mel that he take the issue to the Marketing Committee to see if they want to champion the activity.
8. OLD BUSINESS: It has come to the attention of the EC that two people were charged for the EC suite at the San Diego Convention. Jim paid a charge to his credit card and received a USMS reimbursement. Sally also paid a credit card charge for the same amount and received a USMS reimbursement. Doug has had difficulty getting the Town and Country Hotel to look into the issue but he will continue his efforts to get the apparent "double billing" resolved. It was noted that our Controller, Margaret Bayless, is very anxious to have the issue cleared up before year's end.
9. ANNOUNCEMENTS: Jim reported that USAS President, Dale Neuberger, will be joining us in Dallas on Saturday during our mid-year meeting. Scott reported that Tiger Holmes is pushing a superb aquatic facility in Jacksonville, FL.

It was MSA to adjourn the meeting at 10:28 pm EST.

Respectfully submitted by:
Sally Dillon