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**Action Items:**

1. MSA to approve the recommendation of the National Publication Renewal Task Force to renew USMS's contract with Douglas Murphy Communications to produce *USMS Swimmer*.
  2. MSA to amend USMS's Employee Benefit Policy as follows: "For life insurance, USMS will provide 100% of the premium for a term life policy of \$50,000 for full-time employees."
  3. MSA to direct the VP of National Operations to withdraw the legislation proposing a uniform registration fee for all LMSCs.
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President Rob Copeland called the meeting to order at 6:06 p.m. EDT. Also present were VP of National Operations Leo Letendre, VP of Local Operations Julie Heather, VP of Community Services Mike Heather, Secretary Meg Smath, Immediate Past President Jim Miller, Legal Counsel Patty Miller, Executive Director Todd Smith; At-Large Directors Anna Lea Roof (Breadbasket), Betsy Durrant (Colonies), Jerry Clark (Dixie), Nadine Day (Great Lakes), Jeanne Ensign (Northwest), Michael Moore (Oceana), Carolyn Boak (South Central) and Laura Winslow (Southwest); Past Presidents June Krauser, Ted Haartz and Nancy Ridout; National Office Administrator Tracy Grilli; and National Publication Renewal Task Force members Lynn Hazlewood and Ralph Davis.

## National publication contract renewal

Rob reminded us that the BOD at its midyear meeting in January decided to pursue renewal of our contract with Douglas Murphy Communications (DMC) to produce *USMS Swimmer* magazine. A task force consisting of Jim Miller (Immediate Past President and chair of the task force), Patty Miller (Legal Counsel), Lynn Hazlewood (Editorial Committee Chair), Mel Goldstein (National Partnerships Liaison), Meg Smath (Secretary and Executive Committee liaison to the Editorial Committee), Todd Smith (Executive Director) and Ralph Davis (Finance Committee representative) was delegated the task of negotiating a contract. Rob turned the meeting over to Jim and the Board addressed the recommendations of the task force regarding the renewal of the contract with DMC. The Board discussed the quality of the magazine, financial considerations, advertising and rates being charged the advertisers, the insertion of LMSC newsletters into the magazine for LMSCs that choose to purchase that service, intellectual property and the recommended renewal term of five years. **MSA (unanimously) to approve the recommendation of the task force.** Jim thanked the task force members for their hard work, and Ralph thanked Jim for his leadership. Rob will work with Patty to finalize the contract.

Mike and Julie left the call at 6:47 p.m. EDT. Lynn left the call at 7:08 p.m. EDT, after being thanked by Rob for all her hard work with the Editorial Committee, in addition to her work on this task force. Ralph left the call at 7:15 p.m.

## **Benefits policy**

Nadine, chair of the Employee Benefits Task Force, asked the BOD to amend our employee benefits policy in regard to life insurance by inserting “insurance” after “life,” and replacing “coverage representing 2.5 times salary, rounded up to the nearest thousand” with “term life insurance policy of \$50,000 for full-time employees.” The amended sentence in its entirety would read: “For life insurance, USMS will provide 100% of the premium for a term life policy of \$50,000 for full-time employees.” **MSA to approve the proposed amendment.**

## **Strategic planning**

Todd said that the first draft of the strategic plan was delivered to Rob on July 5 and the remainder of those who participated in the strategic planning workshop on July 9. The vice presidents are working with their committees to revise, amend and revisit the committees’ missions, objectives and goals, and to ensure that each goal and objective is in compliance with USMS’s mission. Once all the MOGs are accepted, they will be included as an appendix to the plan. The MOGs should be collected within the next couple of weeks. Currently, the only appendix is the Club Development Task Force’s final report. Another appendix will be our branding strategy. Todd will meet with the vice presidents soon about a succession plan for committees and employees. He hopes to have the final plan ready to review by the end of August. Todd asked for comments from the BOD on the draft plan by July 27.

Ted left the call at 7:29 p.m.

## **Online registration**

Todd reported that the RFP was distributed on July 2 to 11 vendors. Since that time, two or three more vendors have requested the RFP. Questions were due by July 10, but only one vendor had questions. The Online Registration Task Force met and responded with answers to the questions by July 18. All proposals are due July 24. Todd said nine vendors have expressed interest in bidding. The task force will review the proposals during the rest of this week, then meet by conference call July 29. The plan is to have a decision by July 31. Tracy said two proposals have come in already. The task force will prepare a summary for the BOD, then have a conference call when the choices have been narrowed down to the final two or three. Laura asked if it was still feasible to roll out online registration in 2008, and Todd said he would be able to answer her question better after reviewing the proposals.

## **Theme for convention**

Rob reported that the Executive Committee would like to tie the convention theme in with Disneyland, since the convention will be in Anaheim. Patty had suggested “USMS: Made for You and Me,” and all concurred.

Patty and Jim left the call at 7:40 p.m.

## **Uniform registration fee**

Meg reported that at its last meeting, the Executive Committee decided to proceed with a legislative proposal for a uniform registration fee across all LMSCs, as decided by the

BOD at the midyear meeting. June asked how this would affect the reduced fee in September and October, and Rob replied that the fee reduction would continue. Because of other pressing issues, such as implementing our strategic plan and online registration, the BOD decided not to go forward with this proposal at this time. Betsy moved that we withdraw the legislation. Jeanne seconded the motion. **MSA to direct the VP of National Operations to withdraw the legislation proposing a uniform registration fee.**

## **Adjournment**

The meeting adjourned at 7:54 p.m. EDT.