

Action Items:

- None
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Nadine Day - President called the meeting to order at 8:30 p.m. EDT. Also present were: Michael Heather -VP of Administration, Jody Smith -VP of Community Services, Dave Diehl- VP of Programs, C.J. Rushman -Secretary, Ralph Davis- Treasurer, Jeff Moxie -Immediate Past President, Ed Tsuzuki- VP of Local Operations, Patty Miller- Legal Counsel, At-Large Directors; Chris McGiffin (Colonies), Phil Dodson (Great Lakes), Anthony Thompson (Breadbasket Zone), Maria E. Williams (Dixie), Hugh Moore (Northwest), Jim Clemmons (Oceana), Don Mehl (South Central), Phil Whitten (Southwest Zone), USAS Swimming Liaison – Jeff Gudman, Executive Director - Rob Butcher; Past-Presidents Rob Copeland, Jim Miller, Nancy Ridout, and Ted Haartz, Special Guest – Bruce Lesley.

Not present: Past Presidents - Dan Gruender, Mike Laux and June Krauser. Past Presidents Tom Boak and Mel Goldstein are recused from the BOD due to their contract positions with USMS.

Agenda Items:

- ED Report – Rob B: Our club renewal retention program is being implemented. The National Office is sending the renewal reminders and our club development coordinators are following up with club contacts. To date, we have 430 renewed clubs for 2012. Last year at this same time, we had 366 renewed clubs. All registered clubs will be getting a welcome package that includes sample marketing resources (i.e. caps, brochures, stickers, bag tags) and how clubs may order them, a new “How an Adult Swim Program can Benefit Your Facility” brochure, and a Rule Book. Our 2011 membership calendar is coming to a close and we are at 56,103 registered USMS members. This is a 2% increase from last year. Our individual member renewal campaign is ready to go. So too is our SSL acknowledgement program. Last year we had 7 sponsor partners that participated in the member reward program. This year we have 9 sponsor partners who will provide incentives to members who renew in November and December. Our headquarters renovation project that was approved by the Finance Committee is underway. When completed, we will have added three new offices. Our Club and Coach Services Director position is being advertised. We will accept candidates through November 18th. A search committee has been assembled that will follow the same process used in hiring the Executive Director, Controller and other senior management level positions. Our IT team has developed new online delegate and committee functionality that will allow our Secretary, President, and Membership Coordinators Tracy Grilli and Anna Lea Matysek to be more productive and efficient. Tom Boak, our 2012 Summer Nationals meet director, was in Omaha this past weekend for the site visit. He met with the Omaha Sports Commission, Century Link Center operations, Levy Restaurants, the Nebraska LMSC key volunteers, Nebraska LMSC Officials liaison, a local printer, our local

sponsors and hoteliers. Everyone is excited, upbeat, positive, friendly, and eager to be involved. The ED highlighted and complimented the Coaches Committee. The CC has increased the number of online coaches providing workouts from four (4) to seven (7). The Coaches Committee will be selecting the online coaches in time to allow for the coaches to advertised/promoted in the January/February issue of *SWIMMER* magazine. In addition to fully writing USMS Masters coach certification Level 1 and Level 2, the CC and Club Development team have taught 9 Masters coach certification weekends in 2011. We had projected three teaching weekends when the year started so the success of this program is exceeding our expectations. We already have requests for a half dozen teaching weekends in 2012. The National Office announced the 2013 Pan American Masters Championship will be hosted in Sarasota. Nadine asked the BOD if there were any questions about the business plan information Rob distributed. Chris M about the Volunteer Task Force. Rob B. responded that job descriptions for volunteers should be defined by volunteers and published when available. Chris M asked about Pool facilities and how this operates with the Product and Deliverary infrastructure. Patty said that this is part of Strategic Planning.

- Presidents Report – Nadine Day; Welcomed the Board to the first call of her term. Nadine welcomed Bruce Lesley from BoardSource who was listening in and will be conducting board training at the January board meeting. Committees are completed except for Southwest representative on the registration committee and the Swimming Saves Lives committee. EC approved the committees on October 11th. The BOD approved via email the Finance committee. Nadine attended the UANA Congress in Guadalajara, Mexico as an observer. Only officers and 2 delegates from each of the 39 countries have a vote. 28 countries were represented. Nadine will be meeting with Dale Neuberger to discuss USMS opportunities. Jim Miller said that our leadership is greatly valued by other USAS governing bodies and that our international leadership reflects positively on their efforts also including bidding for events. Maria said that our website is a great resource for other Masters organizations.
- VP of Administration – Mike Heather; Mike H created a communication schedule for the Vice Presidents to conduct conference calls to discuss how to work and communicate clear consistent messages to committees. The communication also included the roles and responsibilities and how the committee supports the USMS Strategic Plan. The goal is to create a cohesive and consistent message for all committees.
- VP of Local Operations – Ed Tsuzuki; The LMSC Development Committee has a new chair, Paige Buehler and vice chair, Rob Copeland. They have been given feedback on the LMSC Standards from the September BOD meeting along with input from the Governance Committee on the Bylaws section. They will assemble the feedback in a table outlining the proposed changes and reasoning for the BOD to review prior to the next BOD meeting in November. The other committees are all up and running, thanks to Nadine appointing the committee chairs and members so quickly after convention, and some have also begun working in their newly maintained discussion forums.

- VP of Programs – Dave Diehl; Dave thanked Mike for his efforts and Nadine for her efforts getting the committees named so quickly. Jim Miller said that Nadine kept the excitement of convention going which is important to keep people engaged.
- VP of Community Services – Jody Smith; The Coaches Committee has increased the number of online coaches providing workouts from four (4) to seven (7). The Coaches Committee is actively engaged in writing and teaching our Masters coach certification program. Sports Medicine has approved sending of a follow up survey related to the members from the Angela Tate's research project.
- Treasurer – Ralph Davis; Susan Kuhlman sent out the controllers report and letter to the Board. Phil D asked when the BOD could have an investment committee report. Ralph said it would be in mid-November.
- Legal Report – Patty Miller; USMS has a trademark registration on United States Masters Swimming. We are looking into filing registrations for other versions of the USMS trademark.
- Governance update – Anthony Thompson; still working on items from convention. Have some By-law models to be used as samples. Preparing a self assessment for the Board to fill out in November. Phil D asked does the Board have a mission. Patty commented that board has a role, not so much an independent mission. Nadine distributed a document of roles and responsibility of the Board.
- SSL Update – Jeff Moxie said the committee is continuing to seek for donors.
- E2EEM – Ed Tsuzuki; Luke Shaheen has been an extremely well received addition to the USMS National Office IT Staff. Luke has been very productive and responsive and works very well with all of the task force members. The task force is pleased to announce that they are in a formal "beta" testing phase of the sanctions/calendar of events request on-line form. Feedback has been received from Sean Fitzgerald, Chair of the Legislation Committee and Patty Miller, USMS Legal Counsel indicating that as long as we archive and make available for reporting what was applied for, by whom, when, and who approved it via the on-line tool, we can eliminate the need for paper forms and signatures. This will allow the task force to redesign that aspect of the task force. Testing is expected to continue over the next few weeks.
- Convention Revamp –CJ Rushman; Convention wrap up document was sent to the EC, which highlighted five specific comments from delegates about convention. CJ will send out information collected from the 2011 USMS Convention Evaluations that will help support task force recommendations.
- Volunteer Engagement- Chris McGiffin; spoke about the Roles and Responsibilities for Volunteers and how it ties back to the Strategic Plan. They would like to collaborate with the National Office on a few of the items. Rob B said that Tracy Grilli could help serve as a staff resource. Chris M said the committee will meet over the next few months and have a report ready by January.

- Target Market – Nadine Day; this was a prior task force that focused on college swimmers. Does the Board want to continue with this specific group only or identify others. Nancy said the group was formed as result of the ASA. Rob C said that the ASA does not really exist any longer. Jim Miller spoke about how in the past that USMS tried to work with the NCAA to promote Masters, but this has been lost in the past. Nadine wants to revitalize this. Patty said we need to clearly define what this is the responsibility of the task force. Phil W said there are very knowledge people that can help us in this endeavor. Mike H offered to serve on this task force.
- Membership – Nadine Day; spoke to the one page spreadsheet highlighting ideas the National Office should consider implementing in support of the Strategic Plan. Phil D asked for the feedback to be given Rob B. Ralph would like to hear from the staff what they think what is important. Rob B indicated they are in this process measuring each item by (1) it's overall impact to the organization, (2) the financial and personnel resources available to implement, and (3) the ongoing maintenance of an implemented line item.
- Mid Year Board Meeting to be held January 27th through January 29th, 2012 in Peachtree City, Georgia. Rob C gave a brief update about the winter meeting location and facility. Nadine asked Rob B for help from Anna Lea on coordination of flights. Phil D said we might want to rethink our meeting rotation schedules. Nadine commented we need to have our summer board meeting in Sarasota since we meet with auditors, the investment advisors and staff.

The next Board call will be Wednesday November 30th at 8:30PM.

MSA – to adjourn the meeting at 10:01 p.m. EDT.

Respectfully submitted,

C.J. Rushman
Secretary