

**Action Items: None**

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Nadine Day - President called the meeting to order at 8:31 p.m. EDT. Also present were: Michael Heather -VP of Administration, Ed Tsuzuki- VP of Local Operations, C.J. Rushman -Secretary, Ralph Davis- Treasurer, Jody Smith -VP of Community Services, Jeff Moxie -Immediate Past President, 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), Executive Director - Rob Butcher; Past-Presidents Ted Haartz, Rob Copeland, Jim Miller, and Nancy Ridout.

Not present: Dave Diehl-VP of Programs, 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:**

- 2012 year to date membership is 41,125 compared to 39,373 from 2011.
- We have confirmed our 10th Masters coach certification for 2012. Certification is hosted in partnership with an LMSC or host club and the schedule is up to date at [usms.org/coach](http://usms.org/coach). Registration for Masters coach certification is now done by USMS allowing us to now track information such as status of a coach (i.e. full time, part time, volunteer), how many USMS members are in the coaches program, and years of experience of the coach. These new measurements will allow us to report progress on our Masters coach certification program. We anticipate Level 3 certification to be ready March 31 and then offered to LMSCs for teaching.
- We are preparing the registration and advertising/marketing for the Summer Nationals. Registration will go live in early March. USMS will have booth space in the USA AquaZone during the Trials. USA Swimming has approved our exhibit concept.
- Susan Kuhlman is spearheading drafting of our disaster and crisis management plan. Staff is actively participating in the process. A draft of our plan will be available to the auditors this spring.
- We have begun the redesign process of [usms.org](http://usms.org). The main focus of the redesign is in navigation, appearance and content management/generation. These comparisons for our digital programs are from January, 2011 to January, 2012 to provide some understanding to the reach of USMS:
  - [USMS.org](http://USMS.org) visits: 1,589,553 > 1,944,943 = +18%
  - [USMS.org](http://USMS.org) unique visits: 640,956 > 839,813 = +24%
  - [USMS.org](http://USMS.org) pageviews: 8,815,851 > 10,422,222 = +15%
  - USMS Facebook Fans: 9,638 > 17,812 = +112%
  - USMS Twitter Followers: 1,990 > 5,659 = +184%
  - USMS YouTube Views: 66,913 > 156,151 = +133%
  - USMS Linked in Members: 952 > 2,049 = +115%

**VP of Local Operations – Ed Tsuzuki:**

All of the Local Operations committees continue to meet and are continuing work on their active projects. Highlights are as follows;

- **History and Archives** – The History and Archives Committee has had their abstract approved for the USMS presentation at the International Aquatic History Symposium and Film Festival (May 9-12, 2012). Bob Beach and John Spanuth have been identified as presenters and the committee is developing the (30 minute) presentation. The committee has completed their policy document which is ready for publication.
- **Records and Tabulation** – The Records and Tabulation Committee continue to work closely with the IT staff to prioritize and implement additional enhancements to the event results data base and tools, as well as continuously clarifying policy. The committee has completed their policy document which is ready for publication.
- **Recognition and Awards** – The committee has concluded their discussion and voted on whether award recipients will be required to be USMS members. The committee has voted to require USMS membership for the following awards within their jurisdiction: The Capt. Ransom Arthur M.D. Award, The Dorothy Donnelly Service Award, and the June Krauser Communications Award. The committee is also reviewing where the Ransom Arthur Award should be presented. The committee is completing their policy document.
- **LMSC Development** – The BOD reviewed and responded to (approving most of the proposed revisions) the recommendations of the LMSC Development Committee to modify the LMSC Minimum Standards policy. The updated document has been posted to the Guide to Operations. Three subcommittees are up and running: **Standards Surveying** (Rick Noeth, chair), **Remediation** (Chris McGiffin, chair) and **Education** (Rob Copeland, chair).
- **E2EEM Task Force** – The E2EEM Task Force is extremely proud to have launched the enhanced calendar request and on-line sanction request process on February 8, 2012. Feedback has been very positive during the first 10 days of implementation, as 36 events have been submitted from 20 different LMSCs. (26 approved requests, 10 pending requests). All LMSC's sanction chairs have submitted their forum IDs for access to the approval tool.

**VP of Programs** – Dave Diehl:

**OFFICIALS:** All key positions have been secured for both Greensboro and Omaha. Still accepting applications for additional positions (applications posted on web site and have been sent to USA-S, USMS Officials Chairs, etc). USA-S N2/N3 evaluators have been named for Greensboro, finalizing the ones for Omaha.

**OPEN WATER:** Open Water Committee met last week and each Task Force gave their report (Safety, Event Development, Legislation/Rules, Swimmer Clinics, and E2EEM). Monthly meetings were set for March 4th and April 1st. The OW Committee has an open discussion forum.

**LONG DISTANCE:** The LD Committee dealt with the issue of an OHP swimmer who was not registered with USMS prior to swimming and was disqualified from the event. Their next meeting is scheduled for March 11.

**Immediate Past President** – Jeff Moxie; **SSL Update** – Giving to SSL continues to be positive including 100% board participation. Our SSL account stands at \$101,124 and \$95,833 in future pledges. SSL is partnering with Sports Medicine to offer health information and screening services at our nationals. We have engaged Bruce Lesley, our board consultant, to assist us with drafting our SSL strategic plan.

**Finance and Investment Committee** – Ralph Davis. Ralph said the Investment Committee and Northern Trust will be presenting to the Board at the summer meeting in July.

**USMS Board of Directors Action Plan** – Nadine Day. A draft of the board action plan was provided and discussed. Nadine is continuing to solicit feedback on prioritization of issues the board will be addressing over the next year. The final action plan will be posted on the website. The follow topics were discussed:

- Fiduciary Roles – including but not limited to roles & responsibility of the board.
  - Strategic Roles - including but not limited to product offerings and open water.
  - Resources and Relationship Roles - including but not limited to Swim Saves Lives Foundation and succession plans for leadership positions.
  - Structure and Practices - including but not limited to board evaluations and training, new board member orientation & mentoring, leadership training, and organization structure.
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- New Business- None discussed

The next Board call will be March 27<sup>th</sup> at 8:30PM EDT.

**MSA – to adjourn the meeting at 9:50 p.m. EDT.**

Respectfully submitted,

C.J. Rushman  
Secretary