



**President's Report – Patty Miller
Board of Directors Summer Meeting (Denver, CO)
July 13-14, 2019**

Some of my key goals since running for President four years ago have been to clarify roles for volunteers and pursue an optimal balance between volunteer contributions and National Office staff responsibilities. That was the gist of my recent monthly communication to volunteers – a communication that began as a post on our Board of Directors discussion forum.

My focus on volunteer roles includes a passion for USMS to have a showcase nonprofit Board of Directors. By that I mean a Board that practices its oversight and policy role well, collaborates and communicates smoothly, focuses on the big picture and the organization's mission, and works well with the CEO and staff as they conduct their business role. As a bit of a governance "geek" who reads up on nonprofit issues, I have to say that I'm proud of the USMS Board and how we operate as a governing team. Although you've seen me have to communicate sternly on a few occasions because I believe we should and do have high standards, I also believe that USMS has one of the best nonprofit boards in the U.S., including among sport national governing bodies.

Our upcoming summer meeting will be another opportunity for us to sharpen our nonprofit governance skills. We'll start with a focus on future-thinking led by members of the Governance Committee before we cap off our ongoing discussion of *Sweat Equity*, which gave us an opportunity to think of the big picture of sports business and what resonates with today's consumers. We'll have several topics focused on financial standards and oversight, as well a planning for USMS's near-term (2020 budget assumptions) and longer-term (5-year plan). In addition, we'll consider strategic improvements in open water and the USMS fee structure and how best to work with USMS's volunteer leaders for these initiatives. We'll also receive an update on the ongoing digital transformation – a business execution for which Dawson and the staff are responsible.

And, since 2020 is just around the corner, we'll discuss plans for USMS's 50th anniversary. As we get ready to celebrate this incredible milestone, we'll have the opportunity to remember USMS's history and plan for its future. USMS is shaped by the foresight that its founders had when structuring its governance. USMS's future will be furthered by the standards, practices, and teamwork that today's Board demonstrate. I look forward to our time in Denver!



**Vice President of Administration's Report - Peter Guadagni
Board of Directors Summer Meeting (Denver, CO)
July 13-14, 2019**

VP Activities

Peter Guadagni, VP of Administration

Activities:

1. Conducted post-Winter Board Meeting call with Admin Division committee chairs.
2. Participated in all scheduled calls for Admin Division committees.
3. Participated in Finance Committee and Subcommittee calls.
4. Submitted USMS service award nominations for one current and one past Admin Division committee chair.
5. In association with members of the Volunteer Task Force (VTF), I have been working with Admin Division committee chairs on the VTF process and their recommendations.

Championship Committee

Jim Clemmons, Chair (see Rule Book for committee membership)

Committee Activities:

1. Conducted successful championship meet at Mesa
 - Approximately 2000 entrants
 - Full payout to host expected
2. Continuing to work with National Office to evolve model for USMS support of national championships (i.e. who does what), standardize documentation regarding regional versus local clubs, bidding resources, timing requirements to make meet deadlines.
3. Reviewing 2021 championship bids
 - 3 bids received for 2021 Spring Nationals.
 - 3 bids received for 2021 Summer Nationals.
 - Robust discussion of bids on forums in advance of calls with bidders
4. Submitted two rules proposals
 - Change of championship bid deadline to May 1 from June 1.
 - Permit Championship Committee to require achievement of NQT for distance freestyle events.

Legislation Committee

Richard Garza, Chair (see Rule Book for committee membership)

Committee Activities:

1. Chair has responded to 5 member questions requiring interpretations of sections found in Parts 1 and 5 of the rule book.
2. Committee began monthly meetings in April. The committee is using Reddit as a discussion forum. This seems to be effective in reducing discussions during calls. (Note: Reddit has a few features which make it a more effective discussion forum than the USMS Forums).
3. Committee considered several leftover items from 2018 convention. Committee decided to take no action on some and drafted proposals to address others.
4. Committee received a dozen legislative proposals, less than 20% the number received last year. Several have already been discussed with the committee making preliminary decisions on whether to recommend.

Registration Committee

Susan Ehringer, Chair (see Rule Book for committee membership)

Committee Goal: Transform the committee into a group which supports the goal of building the membership by using the skills and resources of registrars.

Committee Activities:

1. Worked with National Office to come up with alternatives to printing and mailing membership cards and discussed implications of no longer having membership cards.
2. Reviewed and commented on the recommendation of the Volunteer Task Force to sunset the committee.
3. Submitted two legislative proposals
 - New description of the Registration Committee.
 - Change interval for changing club affiliation from 60 to 30 days.

Rules Committee

Charles Cockrell, Chair (see Rule Book for committee membership)

Committee Activities and Objectives:

1. Conducted and analyzed survey to assess the clarity, content, and organization of Part One Rules, Glossary, and Appendix B sections of the rule book. The survey did not identify any major reviews, modifications, or other projects needed at this time.

2. Initial Rules Committee conference call scheduled for 2/17/19. Several clean up items were identified, and proposals have been submitted for review by the Rules or Legislation Committee.
3. Relatively few new rules proposals were submitted for consideration at this year's convention (11 rules, 4 housekeeping, & 2 USA Swimming). Most are focused on adding clarity or consistency to existing code.
4. USA Swimming has implemented changes to their Minor Athlete Protection Policies (MAPP) which may affect some USMS members. There should not be any impact on participation at dual sanctioned meets. However, USMS members who routinely participate in USA Swimming workouts may be subject to additional requirements. USMS athletes that fall into this category should work with their USA Swimming clubs to understand the requirements.
5. Since USMS has implemented its own officials training program, there have been some questions about USMS members being allowed to train at USA Swimming sanctioned meets. This option would be at the discretion of the LSC in which the meet occurs, but USMS members can be afforded the option to complete a training session at a USA Swimming meet without becoming a USA Swimming member. The officials in training would be covered by insurance like other non-member volunteers, such as timers, equipment operators, and other positions.



**Vice President of Programs' Report – Donn Livoni
Board of Directors Summer Meeting (Denver, CO)
July 13-14, 2019**

VP Activities

Donn Livoni, VP of Programs

The Programs division consists of three committees (Long Distance, Officials, and Open Water). The VP of Programs serves as an *ex-officio* member of these three committees. I am extremely fortunate to have worked with a committed group of committee chairs. All three of these committees work all year as they have a continuous work cycle preparing for pool meets and open water events and championships. For details of each committee's achievements, please refer to their reports.

Both the LDC and OWC chair and vice chair have been actively involved with the OWSTF.

The **Long Distance Committee**, chaired by Ali Hall (vice chair – Phyllis Quinn) has been responsible for selecting the ePostal and Open Water National Championship venues and providing USMS members with an outstanding experience in these events. They also have the responsibility of administering Part 3 of the rulebook.

The **Officials Committee**, chaired by Teri White (vice chair – Mike Abegg) have volunteered at countless USMS pool meets. The committee designed and implemented a USMS Referee Certification effective at the start of 2019. They are also selecting an outstanding official to receive the second USMS Service Award for Officials. Lastly, they are working with the Open Water Committee on combining certifications onto one USMS Officials Certification card.

The **Open Water Committee**, chaired by Bob Bruce (vice chair—Karen Lefebre) have been diligently developing and promoting open water events. They have compiled a list of development and promotional topics and are now working on strategies to implement them. The committee is continually updating the OWGTO as needed. Lastly, they are preparing materials for a training course for event hosts/event directors.

OFFICIALS COMMITTEE

Committee Members

Teri White, Chair; Mike Abegg, Vice Chair

Jerrilynn Bayless, Omar de Armas, Alina de Armas, Judy Gillies, Steven Goldman, John King, Diana LaMar, Herb Schwab, Marie Vellucci, David Watterson

Ex-Officio: Donn Livoni-EC, Onshalee Promchitmart-USMS Staff

Introduction

The Officials Committee's purpose is to offer training and education opportunities for officials to ensure that USMS competitive meets are officiated to the highest standards.

Discussions and Projects Since Last Convention

1. **Officials certification program** –145 USMS Officials (14 Referees, 80 Starters, 51 Stroke & Turn) as of 6/26/19
2. **National Championship** meet support:
 - A. *College Club Swimming Championship, Columbus OH.* Jerrilyn and Teri worked as officials and recruited another USA official to help. New location for the meet, very light officiating support due to conflict with large meets in the area. Promoted the meet in emails to LMSC Officials Chairs and Peer-to-Peer call. Will continue efforts to generate officiating support for future meets. CCS Southeastern Regional Championship requested help finding officials and Steven Goldman was able to recruit and officiate at the meet.
 - B. *USMS Spring Nationals, Mesa AZ.* Committee members Teri White (Meet Referee), Alina de Armas (Administrative Referee), Herb Schwab (Meet Operations Manager), Diana LaMar, Omar de Armas, and Judy Gillies served as officials. 29 Officials total, 6 USMS-only officials who made a huge difference. Very low local support. USMS supported 10 officials (working 4+ days) at \$5,354.97, Pacific paid all expenses for 1 official, Pacific Northwest supported 5 officials with \$2,000. Without the non-local officials, the meet would not have been legal for **any session. Suggested that host be required to provide minimum number of officials per pool, per session, or provide hotel rooms for out-of-town officials who make up the difference.** Meet ran exceptionally well with no relay sign-in issues seen in Indianapolis. Heat was an issue for all days (98-101), but no heat-injuries reported. Started at 7:30 to help avoid the hottest part of the day.
 - C. *USMS Summer Nationals, Mission Viejo, CA Aug 7-11.* Committee members Omar de Armas (Meet Referee), Alina de Armas (Administrative Referee), Herb Schwab (Meet Operations Manager) will support. Officials applications underway and response is positive.
3. **2019 FINA World Masters in Gwanju** Aug 9-18, USMS official, Teri White, selected to officiate.
4. **USMS Service Award for Officials** for 2019 to be presented at Convention.
5. **USMS website content for officials** under continued review. Listing of all certified USMS officials now available for Meet Directors, etc.
6. **Open Water/USMS combined Officials Certification card** discussion continues. Path to OW certification now on the Officials page for easy access.

LONG DISTANCE COMMITTEE

Committee Members

Ali Hall, Chair; Phyllis Quinn, Vice Chair

David Brancamp, Robin Smith, Sarah King, Stephen Rouch, Alana Aubin, Catherine Rust, Jim Davidson, Sandra Frimerman-Bergquist, Joanne Wainwright, Matt Miller, Laurie Hug, Bob Singer, Lorena Sims

Ex-Officio: Bob Bruce; VP Donn Livoni

Introduction

Duties include: The Long Distance Committee shall oversee the rules and administration of open water and long distance events. The committee shall solicit and review bid proposals and select the sites for the long distance championship events. The committee shall work in a coordinating and advisory capacity with event hosts and make recommendations to enhance the quality of Long Distance championship events. The committee shall maintain records and select the Long Distance All-American and Long Distance All-Star Teams. The committee shall assure that the competitive rules in Part 3 of the USMS Rules and Regulations provide for fair and equitable competition in the best interests of all USMS members and that these members are informed of current rules, interpretations, and changes. The committee may initiate and shall accept, consider, and report proposed amendments, with the committee's recommendations, at the annual meeting of the House of Delegates, in accordance with the provisions of Part 6. When necessary, the committee shall interpret and render opinions regarding any provision of the rules and regulations of USMS within the committee's jurisdiction as defined in article 601.1

Discussions and Projects Since 2019 Convention

1. The LDC continues to update on rules in conjunction with the Open Water Committee.
2. The Chair and Vice-Chair have participated in several Open Water Task Force (OWTF) Strategies Conference Calls with the National Office staff. The committee has been updated as to the progress from these calls. One of the suggestions from the OWTF race director survey is the ability to open an event as early as November 1 when registration for next year is open. This has changed the timeline the LDC uses for OWNCs. The Chair has also assigned the Liaisons and back-ups for the 2020 events so work with the race directors who want to open early can begin.
3. The LDC has approved a new annual award. This recognition will be awarded to a USMS registered individual or group who has made significant contributions to the success and promotion of USMS Long Distance National Championship events. These events include five e-Postals and six Open Water events. The

deadline for nominations was July 1. The committee has approved the actual award that will be presented during the 2019 convention and the National Office has favorably reviewed.

4. The Middle-Distance and the 2-Mile Cable Open Water NC have been completed. The Middle Distance OWNC was held at Lake Berryessa, CA. More than 350 swimmers completed the event. The 2-mile Cable swim was held in Eagle Creek Park, IN. Final results are now available on the USMS website. For the Cable event, the race host committee encountered significant weather-related challenges and did a good job navigating the changing conditions, to insure a safe and fair race. The remaining 4 OWNC events will be held later in the summer. A clinic is associated with the Marathon Distance event in Knoxville, TN. The One Hour e-Postal is completed and final results have been posted. The 5K-10K ePostal events are open until September 15. The 3000y-6000y ePostal will start in September.
5. The Goals working group has researched the swimmers who have participated in all ePostal events for either 5 or 10 years, consecutively or not. There are two individuals who have completed all events in the 16-year history of ePostals. The LDC voted to recognize these two individuals and to seek collaboration with the National Office for an appropriate prize. The LDC also voted to send e-certificates to the 5- and 10-year participants, to conserve costs. The LDC will revisit the prize issue after Convention, for coming years. The group has developed a list of other swimmers and how many ePostal events they have completed, the Results working group will be maintaining updating these records.
6. The Document work group has updated the LDC guidelines for the USMS web site. Other documents that the LDC uses have also been updated. The LDC has found it important to document the activities of the working group such as the PARA group, for succession planning. The Chair has also assigned back-ups to all key personnel to ensure continuing coverage encase a person needs to step down or is temporarily unavailable.

The Convention Presentation workgroup has prepared an offering for LDC Meeting 2, reviewing the various events, awards and recognitions available through LD NC participation. The workgroup will be making their summary available so that LMSCs and coaches can share in their communities

OPEN WATER COMMITTEE

Committee Membership:

Chair: Bob Bruce

Vice Chair: Karen LeFebre

Voting Members: Denise Brown, Becky Cleavenger, Kim Elsbach, Rory Grigull, Lynn Hazlewood, Eric Hektner, Jenny Hodges, Mark Johnston, James Kennedy, Bob Kolonkowski, Peter Lee, Joe Linford, Andrew Magazine, Helen Naylor, Will Reeves.

Ex-Officio/Associate Members: Bill Brenner, Jay Eckert, Ali Hall, Donn Livoni, & David Miner.

Overview:

The Open Water Committee (OWC) is charged under 507.1.9. The OWC meets monthly by phone conference (six meetings since this version of the OWC was convened) to pursue that charge, with very good participation moving forward this year.

Discussion and Projects since the 2018 Convention:

- Open Water Development & Promotion: The OWC has a large subcommittee working on this primary function. They have compiled a long list of development & promotional topics and is now working on strategies to implement them. The work of this subcommittee dovetails well with the work of the Open Water Strategic Task Force (see below).
- Rules & Legislation (jointly with the Long Distance Committee): The OWC is letting the LDC handle the majority of rules & legislation work this year as a result, the OWC has done little work in this area this year,
- Open Water Guide to Operations: The OWC continually updates the OWGTO (as charged under 301.2) on the USMS website as needed. Work this year has included a new outline of the OWGTO and a good amount of rewriting of the various parts to make the OWGTO a more streamlined and user-friendly construct. We hope to complete this reworking of the OWGTO for the 2020 open water season.
- Safety Education: This subcommittee constantly reviews all matters involving safety at USMS open water events. They continue to compile safety information from other agencies and groups involved with open water with an eye to ensuring that the OWC & USMS maintain the overall safety standard of care.
- Officials:
 - Safety Director & Referee: The OWC oversees the materials and program used to certify safety directors and open water referees, positions created in 2016 and 2016 respectively. This training and testing program continues to be run well by USMS Safety Compliance officer David Miner as a part of the sanction process and plays a major role in providing better safety at USMS open water events.
 - Other officials: The OWC is developing descriptions for officials other than the “big three” of event director, safety director, and referee. This document is a work in progress.
- Event management: The OWC is preparing material for seamless presentation of events and to develop the training a course on event development & management for Event Hosts/Event Directors. This is a large project, and the primary document is in first draft phase. We hope to implement this course next year, but the OWC still must fine-tune the scope and presentation of this training before we roll it out.

- Awards: The OWC has advertised for nominees for the Open Water Service Award, its annual major award, and has received several nominations so far.
- Open Water Swim Training: This subcommittee has done a huge amount of work gathering materials for coaches to prepare swimmers for open water swims, doing its best to identify and annotate many resources already present online.
- Budget: Other than the expense of committee calls, the OWC has not incurred any expenses.

Open Water Strategic Task Force: One reason that I agreed to chair the OWC this year was the opportunity to participate in the OWSTF, and I have been impressed by its scope, working on many different initiatives which, collectively, will move our sport forward. Because this task force does much work above the charge of the OWC, it has enhanced many of our own internal projects and has moved beyond much that the OWC can accomplish. Although little has been implemented for this year (no surprise), I look forward to a giant step forward in USMS open water programming in 2020.

Succession: After a false start last year, I have announced that I will retire from my four-year run as OWC Chair, effective January 1, 2020. If the committees will have me in a support role, I hope to devote my USMS national-level volunteer time to working on specific projects rather than serving as ringmaster. OWC Vice Chair Karen LeFebre looks to be a strong candidate for OWC Chair, starting in 2020.

Bob Bruce, Chair



**Vice President Community Services' Report – Frank “Skip” Thompson
Board of Directors Summer Meeting (Denver, CO)
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Coaches Committee (Bob Jennings, Chair; Kenny Brisbin Vice Chair)

Committee Members – New members for 2019 are: Steve Hall Ex Officio: Molly Hoover, Jeff Taylor and Trey Taylor.

Returning members: Scott Bay, Kenny Brisbin Chris Campbell, David Clark, Doug Fetchen, Marianne Groenings Ex Officio: Dean Hawks, Terry Heggy, Bob Jennings, Chris McPherson, Helen Naylor, Kerry O’Brien, Tim Waud, and Steve Weatherman. Ex Officio: Bill Brenner.

Meetings held: 11/12/18/ 1/14/19 2/11, 3/11, 4/8, 5/13, and 6/10. Meetings planned: 7/8, and 8/12.

2019 Goals and Subcommittee Assignments:

1. National Coaching Clinic – There is no clinic scheduled for 2019, so no subcommittee was formed for planning this event. There will be one in 2020 and planning will start in the fall of 2019.
2. Coaching Education Resources – 13 Coach Certification Weekends are scheduled for 2019 year and eight have been completed with five remaining. Along with Coaches Certification classes there will be 18 ALTS certification class weekends and 11 have been completed with 7 remaining. 17 weekends for Clinic Courses for Coaches and 17 Stroke Development Clinics for both swimmers and coaches are scheduled for 2019 and 10 have been completed with 7 remaining for 2019.
3. USMS High Performance Camp – This camp is a joint venture from the Triangle Sports Commission, the Greensboro Aquatic Center, and USMS. The dates for the camp are 8-24-19 to 8-29-19 at the Greensboro Aquatic Center. Four coaches have been selected (Trey Taylor, Mike Hamm, April Cheadle, and Megan Lassen. For future High Performance Camps, USMS will have a solid contract with set expectations.
4. Level 4 Certification – The Level 4 subcommittee have been reviewing the Level 4 Application process and if there are any changes they will be sent to Marianne Groening’s for publication. As of June 30, 2019 one application has been submitted for 2019.
5. LMSC Communications – Molly Hoover is the lead on this topic and she has been surveying the needs of LMSC Coaches Chairs and sending out minutes of the monthly USMS Coaches Committee and encouraged nominations for the two USMS Coaching Awards.
6. Fitness – David Clark chairs the Fitness subcommittee. The subcommittee is going to come up with strategies to help motivate coaches so their swimmers will participate in the three fitness series of events throughout the year. (Winter 30 Minute Swim, Summer 2K Swim, and the Fall 1 Mile Swim).
7. On Deck Coaching – David Clark leads this project and was responsible for setting everything up and coordinating this through Sign Up Genius at USMS Spring National Championship meet in Mesa, which was a success. He will not be at the Summer Nationals in Mission Viejo, and Kenny Brisbin will coordinate the scheduling. On deck coaches are planning for the USAS Convention in St. Louis in September 2019.
8. Awards – Chris Campbell continues to lead this subcommittee and is a member of the USMS BOD. The Coaches Committee is responsible to select the USMS Coach of the Year and the Kerry O’Brien

Grassroots Coaching Award and the deadline is July 1, 2019. Five applications have been received for both the USMS Coach of the Year and the Kerry O'Brien Award.

9. Publications – Terry Heggy leads this subcommittee. An average of 2 articles to 3 articles have appeared in 2019 for both the Streamlines for Coaches and Streamlines for Members issues. Coaches still submit favorite workouts, drills, and ideas that are successful in the USMS Coaching community for future publications. Terry has proposed a quarterly webcast where a panel of coaches could discuss new and controversial techniques and what has worked and what hasn't. This is currently being investigated to be implemented in the future.
10. Web Workouts – Molly Hoover leads this subcommittee. The workouts have up and running on the USMS site since the beginning of January 2019. There are seven different categories (5 workouts a week) which try to cover all demographics of USMS swimmers. Coaches are paid a stipend and can write workouts in one category for two years. The 8 Coaches are: Elizabeth Miller – Basic Training, Dean Hawks – Stroke and IM workouts, Mark Stori – Open Water, Trey Taylor - High Intensity Training, Emily Von Jentzen – High Volume workouts, Shauna Payne Gold Triathlon Training, and Warren Rothman – Limited Mobility. A new triathlon coach was selected this past spring, Suzie Degazon. 6 of these coaches are on their second year and will need to be replaced in 2020.
11. International Coaching – The 2019 FINA Masters World Aquatic Championships will be held in Gwangju, South Korea from August 5 to August 18, 2019 and registration is closing on July 12, 2019. The Head Coach (Dr. Howard Lee) has informed the USMS National Office that there is no need for a second coach because the attendance of USMS athletes does not warrant it.
12. Coaches Mentor Program - Chris McPherson is the chair of this subcommittee. Qualifications for the program have been updated on the USMS website. Mentor and Mentee applications are being taken currently.
13. ASCA World Clinic – Dates are September 3 – September 8, 2019 in Dallas, TX. USMS is scheduled to have a booth for the 2019 World Clinic Trade Show. The dedicated Masters Track at ASCA is not scheduled for 2019.

Sports Medicine Committee (Megan Carlson, Chair; Claire Rudd Kubiak, Vice Chair)

Committee Members – New members for 2019 are: Kimmie Inverso, Scot Raab, Christopher Rieder, and Greg Stoner.

Returning Members: Megan Carlson, Arlette Godges, Sally Guthrie, Jim Izzi, Clare Rudd Kubiak, Dr. Jim Miller MD, Jane Moore, Carlos Rodriguez, Jessica Seaton, and Robin Tracy. Ex Officio: Daniel Paulling.

Meetings held: 2/17 and 4/2. . Planned: Week of 7/21.

2019 Goals and Subcommittee Assignments:

1. USAS Convention Presentation - Dr. Genadijus Sokolovas “Dr. G” confirmed as speaker. Presentation entitled: *“Training Design for Masters Based of the Recovery and Rate of Adaption”* Synopsis- providing scientific data on rates of recovery for Masters using the lactate tests as well as rate of adaptation in training. Includes examples of training plans for Masters swimmers.
2. Sports Medicine Blog – In the past year, a non-interactive Sports Medicine Committee directed Blog to dispense sports medicine related articles and studies have proven successful. Jessica Seaton is highly

involved with the blog, posting a variety of topics related to swimming, health and nutrition. The blog is updated regularly with a focus on current topics in research and the media. Looking at increasing visibility to USMS members with the help of Daniel Paulling in the National Office.

3. Approved research study from Dr. Hiro Tanaka and his team at the U of Texas at Austin. Research study will focus on sexual function and satisfaction of master's swimmers via a questionnaire. Committee members reviewed questionnaire and gave feedback.
4. Nationals Booth - Booth to be held at LCM Nationals in Mission Viejo. Booth theme this year entitled "Roll It Out", staffed by current SMS member Arlette Godes, MS, PT, OCS, GCS, focusing on swimmer specific, effective ways of stretching and mobilizing soft tissue areas as well as other structures of the body. Foam roller demonstrations available.
5. Approved research study from Dr. Hiro Tanaka and his team at the U of Texas at Austin. Research study will focus on sexual function and satisfaction of master's swimmers via a questionnaire. Committee members reviewed questionnaire and gave feedback.
6. Dr. Jane Moore and Dr. Jim Miller provided feedback for onsite medical needs at LCM Nationals in Mission Viejo, specifically ambulance needs and a plan for having an ambulance always on site. Also looked at the current language still requiring a SMS Committee appointed Medical Coordinator for USMS National events. The Meet Director's Guide now under "ownership" of the National Office was last reviewed on 9/8/2015, pages 21, 22, 90 and 91 will need reviewed and potentially updated.

Fitness Education Committee (Mary Jurey, Chair; Brian Cummings, Vice Chair)

Committee Members – New members for 2019 are: AJ Block, Emily Cook, Mary Jo Driscoll, Chip Glidden, David Morrill, Cynthia Myer, and Robert Perkins.

Returning members: Brigit Bunch, Anita Cole, Ann Marshfield, Andy Seibt Lisa Ward, Lisa Watson, and Karin Wegner. Ex Officio: Bill Brenner and Jay Eckert.

Meetings held: 2/4 and 6/27. Planned: 7/22.

2019 Ongoing Projects and Assignments:

1. The Fitness Committee has been promoting regional/local participation in the three USMS Fitness Series events and sharing best practices from feedback received in the USMS Fitness community to encourage participation from fitness swimmers for 2019. The 30 minute swim was completed from 2-15 to 2-28-18 and had 1273 participants. The Summer Fitness 2K Swim challenge was completed from July 15 to July 31 and had 848 participants. The 1 mile swim in the fall from November 15 thru 30th had 843 participants. The average participation was 988. The Winter Fitness series had 867 entrants. The Summer Fitness series had 754 signed up so far with 10 non-members as One Event participant and it's hoped that with this component added this year that participation will increase.

2. Go The Distance Program – There are 2,263 swimmers registered in the program for 2019 which is down from the 2,583 swimmers in 2018 and 2,794 swimmers in 2017.

3. LMSC Communication with LMSC Fitness Chairs on ideas that are being done with success at LMSC level. Two successful LMSC Development Per to Per Conference Calls have been completed in 2018 on the interest and promotion of the three USMS Fitness Series. This needs to be explored in the future.

4. Fitness Committee Blog – In the past year, a non-interactive Sports Medicine Committee directed Blog to distribute sports medicine related articles and studies as proven successful. A possibility that has been discussed is creating a Fitness blog, where it would be live on the USMS forum and fitness committee members could contribute with articles, ideas, and studies that are going on in the fitness community.

5. Integration of swim com as a resource for the fitness swimmer will be discussed in the future with the committee and how to get members to use the app for their advantage.

6. Volunteer Task Force recommendations for the future of the Fitness Committee have been discussed in the 6-27-19 meeting and will continue in the future for ideas to be implemented.

Diversity and Inclusion Committee (Sarah Welch, Chair; Diana Triana, Vice Chair)

New Committee that was approved at the 2018 Convention. A lot of activity will be a continuation of the Diversity Task Force that was set up 3 years ago. All members are new and most were on the DTF.

Committee Members – Virgil Chancy, Jeff Commings, Donita Flecker, Martha Fowler, Michael Malik, Janelle Munson-McGee, Tim Murphy, Carol Nip, Leslie Scott, Ally Sega, Diana Triana, and Sarah Wech. Ex Officio Daniel Paulling, Onshalee Promchitmart, and Jessica Porter Reilly.

Meetings held: 2/6, 4/3, 5/1, 6/5, and 7/3. Meetings planned: 8/7, and 9/4.

1. A Strategic Plan has been developed and approved by the committee and in the 2nd quarter of 2019 will start to implement ideas and projects of the plan.
2. USMS Coaching Profiles and Interviews have been ongoing to select best practices from Clubs that have a track record of diversity. These best practices will be shared with USMS at the convention.
3. Coach Training for Diversity is being developed to be added to Level 1 – 2 USMS certification.
4. Promotional Information on Diversity & Inclusion is being developed to share with LMSC's.
5. A Diversity & Inclusion Workshop is being developed to debut at USAS Convention.



Vice President of Local Operations' Report – Chris Colburn
Board of Directors Summer Meeting (Denver, CO)
July 13-14, 2019

VP Local Operations Q1 and Q2 2019 Activities (Chris Colburn)

1. Observed and participated in meetings for each Local Operations committee.
2. Attended and participated in the LMSC Leadership Summit in March, including working with the Summit Task Force to organize the content for the event.
3. Held quarterly meetings with committee leaders to update them on the work of each committee and ensure smooth communication on integrated work.
4. Worked with LMSC Development's Standards subcommittee on the analysis of 2019 LMSC Standards results, helping to identify ongoing problems to be addressed.
5. Participated in the Unified Fees Task Force to discuss pertinent issues and solicit feedback from LMSC leaders.
6. Continued participation in the IT Liaisons group to follow along with ongoing Digital Transformation work.
7. Communicated with National Office staff on items related to the USMS 50th Anniversary celebration, related content in *SWIMMER*, and photographic content found in the possession of ISHOF and *Swimming World*.

History and Archives Committee (Barbara Dunbar, Chair)

The History and Archives Committee does much of its work during the year via email. Current ongoing work since the Winter Board Meeting includes:

1. The Committee is working with the National Office on special requests related to the events surrounding USMS' 50th Anniversary in 2020.
2. A large scale project the Committee is prioritizing this year includes the data entry and verification of Relay Top Ten results from years prior to 1990.
3. The USMS History Project involves locating, scanning, indexing, inventorying, and archiving historical documents and photos. Scanned documents are uploaded onto the USMS web site.
4. Open Water and Long Distance National Championship results from 1974 through 1997 are being located and scanned for eventual posting on the USMS web site.
5. For the USMS Records Chronology Project, missing National Record dates are researched, located, and added to the chronological listing of USMS National Records.
6. Other History and Archives projects include correcting online Top 10 and All American errors (swimmer IDs, clubs, and LMSC affiliations), adding dates of death/birth to registration files, updating and editing swimmer biographies, scanning and uploading more legible or complete versions of AAU Masters and USMS National Championship Results, and locating founding, convention, committee membership, and other documents.

LMSC Development Committee (Michael Moore, Chair)

The LMSC Development Committee has been meeting regularly, and members are working diligently on their planned projects for this year. Notable work includes:

1. 2019 LMSC Leadership Summit: The Summit was held the first weekend in March in Phoenix, and feedback from the organizers and participants was largely positive, and the content for the Summit was well-received. Our guest speaker was AZ LMSC member Mark Modjeska, who gave a great presentation on leadership development and its application to volunteers. Many thanks to the task force who helped put together the Summit, including Lisa Brown, Michael Moore, CJ Rushman, Mary Hull, Bruce Rollins, Stacy Abrams, Susan Ehringer, and Paige Buehler.
2. Practices and Standards: The LMSC Standards survey data has been collected for this year and analyzed by the subcommittee on standards. While many LMSCs have made progress since last year, there are still a few LMSCs that are in need of further help. These issues are being handled on a case-by-case basis.
3. Workshops for Convention: The Committee is working with to secure individuals who can introduce presenters for each workshop. The list of topics is being finalized in the week leading up to the Summer Board Meeting, and Chris will provide more detail on that list during his report at the meeting.

Recognition and Awards Committee (Megan Lassen, Chair)

The Recognition and Awards Committee has made progress on their annual work, and has been working on its regular projects:

1. The Ransom J. Arthur Award was presented to Jeff Roddin at Spring Nationals. There has been some discussion about communication to the award recipient and nominees, as well as on placement and release timing of the award article on the USMS website.
2. Nominations have been received for the committee-administered awards, and selection committees are set. After award recipients have been chosen, the Committee will hold another conference call in August to finalize items for Convention.
3. There is an ongoing discussion about the online store for USMS-branded swag for volunteers. There is some debate about whether the store should continue with a different supplier or if it should be closed entirely.

Records and Tabulation Committee (MJ Caswell, Chair)

The committee has met twice this year, and is continuing its work on ongoing projects, including:

1. The committee is working with the Rules Committee on the details of the official Observer form for recognized meets that has been in the works since last Summer.
2. The committee continues its ongoing work with the National Swims Administrator on compiling and publishing the current USMS records and USMS Top Ten lists.
3. A number of other activities are planned for the remainder of the year, including compiling a more detailed list of responsibilities for the Committee over and above 507.1.11 in the Rule Book; tasks related to End-to-End Event Management; and work on satisfying requests from the Top Ten community.



Treasurer's Report – Ralph Davis
Board of Directors Summer Meeting (Denver, CO)
July 13-14, 2019

Audit Committee:

The Audit Committee met with USMS external auditors Kerkering, Barberio & Co. (“K&B”) on Friday, June 7th in Sarasota. The Audit Committee reviewed and discussed the draft of the financial statements, the Board Report, the management representation letter and Form 990 tax return with K & B. The Audit Committee has approved the draft of the financials and Form 990 tax return and recommends the Board approve them. I will present K & B annual audit report to the Board on Saturday morning. We have included a PDF of the draft of the financial statements and Form 990 tax return for the Board review and approval at the July Board Meeting.

Investment Committee:

The market value of our USMS Portfolio ending 6/30/2019 was \$3,416,978 with a gain of \$378,951 with return of 12.5%. The market value of our SSL Portfolio ending 6/30/2019 was \$225,225 with a gain of \$22,251 with a return of 11.1%. We have included the June 30th Northern Trust performance reports for your review.

NT remains constructive on the investment outlook, but more cautious than in April when we last met. James Gregory, NT advisor, has noted that while global growth remains positive, there are a number of factors which make NT more cautious about the outlook. These factors include uncertainties associated with tariff threats and trade tensions particularly between the US and China, the softening PMI data globally which suggest slowing growth in the US and possible contraction in Europe, and the Fed's change in outlook to the point of possibly easing interest rates at their next meeting after a series of interest rate increases.

Finance Committee:

The Finance Committee met numerous times with the full Finance Committee and three subcommittees; Budget Modernization Subcommittee, FOG Subcommittee and Budget Presentation Subcommittee.

Budget Modernization legislation has been approved by the Board and the Legislation Committee.

The FC's revisions to FOG are included for the Board's review and approval.

The Budget Presentation Subcommittee will finalize their work prior to the convention.

Treasurer and CFO:

The CFO will make a 2019 forecast slide presentation and present the 2020 budget assumptions at the July Board meeting.

CFO and Treasurer's projects completed in 2019:

- Review long-term business relationships:
 - Insurance/Risk Management-worked with Membership Services and Partnership staff to change and expand this relationship.
 - Improved claims management with 24/7 claims portal for several policies.
 - Partnership agreement which effectively reduces the cost of insurance by 5.6%
 - New member benefit in the form of "USMS Marketplace"
 - Enhanced customer service related to certificates of insurance (COI) that should reduce the amount of staff time needed to administer the COI renewals.
 - Facilitated a new six-year lease for the NO headquarters. The footprint of the NO will be reduced, the 3% escalator for 2020 will be waived and the savings over the life of the lease is forecast to be \$74k.
 - Banking/Investment-improved the SSL financial activity by opening a new SSL checking account. Reduces the amount of time needed to manage fund transfers.
- Implement new EFT payment program to replace Club checks-the first EFT processing was done this July for June net registrations. The Club collections during registrations will now be open again to new clubs and may be helpful in facilitating a Unified Fee.

Ongoing and Upcoming Projects for 2019-2020:

- Part of the Unified Fee Working Group
- Part of the Budget Modernization Subcommittee-Finance Committee
- Update disaster recovery plan-this will happen in 2020.
- Update employee handbook.
- Solicit USMS Vendors to make contributions to SSL



**Secretary's Report - Greg Danner
Board of Directors Summer Meeting (Denver, CO)
July 13-14, 2019**

Minutes taken, approved, and posted to usms.org:

- Board of Directors Meeting: 2/9/2019-2/10/2019
- Executive Committee Conference Call: 3/4/2019
- Board of Directors Conference Call: 3/18/2019
- Executive Committee Conference Call: 4/1/2019
- Board of Directors Conference Call: 4/15/2019
- Executive Committee Conference Call: 5/6/2019
- Board of Directors Conference Call: 5/20/2019
- Executive Committee Conference Call: 6/3/2019

Minutes taken, pending ratification of email approval:

- Board of Directors Conference Call: 6/17/2019

Minutes taken, pending email approval:

- Executive Committee Conference Call: 7/1/2019

Minutes posted to usms.org:

- Coaches Committee Conference Calls: 2/12/2019, 3/11/2019, 4/8/2019, 5/13/2019, 6/10/2019
- Diversity & Inclusion Committee Conference Calls: 2/6/2019, 4/3/2019, 5/1/2019
- Finance Committee Conference Calls: 3/5/2019, 5/9/2019, 6/27/2019
- Long Distance Committee Conference Calls: 1/27/2019, 2/24/2019, 3/31/2019, 5/26/2019
- Officials Committee Conference Calls: 1/8/2019, 2/19/2019
- Open Water Committee Conference Calls: 1/20/2019, 2/17/2019
- Sports Medicine Committee Conference Calls: 2/17/2019, 4/2/2019

BOD Actions Taken since Winter 2019 BOD Meeting:

1. Approved (2/9/2019): Ratification of email vote approving the January 7, 2019 Executive Committee Meeting minutes.
2. Approved (2/9/2019): January 21, 2019 Board of Directors Meeting minutes.
3. Approved (2/9/2019): Ratification of Actions Since September 2018 BOD Meeting.
4. Approved (2/9/2019): Refer Long Distance Committee changes proposed by the Volunteers Task Force to committee (Open Water Task Force).
5. Approved (2/9/2019): Support of the Volunteers Task Force proposals that were not pulled and proceed with further development (formal recommendations).
6. Approved (3/18/2019): Ratification of email vote approving the Winter Board of Directors Meeting minutes, as amended.
7. Approved (3/18/2019): The budget modernization plan and timeline for further development by the Finance Committee.
8. Approved (3/18/2019): USMS will not pursue a bid for the 2022 and 2024 Pan Am Masters Championships.
9. Approved (4/15/2019): Ratification of email vote approving March 18, 2019 Meeting minutes.
10. In response to VTF recommendations:
 - i. Failed (4/15/2019): ALTS Committee formation.
 - ii. Approved (4/15/2019): Socialize the recommendation on the LMSC Development Committee with that committee this year and legislate in the future (not this year).
 - iii. Approved (4/15/2019): Work toward communicating with LMSCs the transition from Registrar to LMSC Membership Coordinator in name and function, as recommended by the VTF.
 - iv. Approved (4/15/2019): Consider legislation to clarify the role of Zone Chair.
 - v. Approved (4/15/2019): Continue development of the recommendation on the Coaches Committee.
 - vi. Approved (4/15/2019): No changes/legislation on Registration Committee this year.
 - vii. Approved (4/15/2019): No changes/legislation on the Fitness Education Committee this year.
 - viii. Approved (4/15/2019): No changes this year with Sanctions and TTR local roles and continue with further development of the recommendation.
 - ix. Approved (4/15/2019): No changes/legislation on the Championship Committee this year.
 - x. Approved (4/15/2019): No changes/legislation on the Records & Tabulation Committee this year.
 - xi. Approved (4/15/2019): Make the VTF recommendations on the Officials Committee without legislation, if possible.
 - xii. Approved (4/15/2019): No changes/legislation on the History & Archives Committee this year.
11. Approved (5/20/2019): Ratification of email vote approving April 15, 2019 Meeting minutes.
12. Approved (5/20/2019): The proposed legislative changes for budget modernization, as presented by the Finance Committee.
13. Approved (6/17/2019): Ratification of email vote approving May 20, 2019 Meeting minutes.

14. Approved (6/17/2019): Early extension of the National Office lease, through 2024.

Executive Committee Actions Taken since Winter 2019 BOD Meeting:

1. Approved (4/1/2019): Ratification of email vote approving the March 4, 2019 Executive Committee Meeting minutes.
2. Approved (5/6/2019): Ratification of email vote approving the April 1, 2019 Executive Committee Meeting minutes.
3. Approved (6/3/2019): Ratification of email vote approving the May 6, 2019 Executive Committee Meeting minutes



**Immediate Past President's Report – Nadine Day
Board of Directors Summer Meeting (Denver, CO)
July 13-14, 2019**

This will be my last Summer BOD Report. It has been an honor serving USMS. I am grateful for people believing in me and creating opportunities for me to serve. My role as Immediate Past President I served on the EC and BOD. I have tried to give my insight and wisdom to make USMS successful.

In preparation for this Summer BOD meeting, CEO Dawson Hughes gave us an assignment to read, **Sweat Equity: Inside the New Economy**. I cannot lie; I did not read the book. I did listen to all 9 1/2 hours of the book twice and some parts 3-4 times. I spent a lot of time driving and traveling.

So my report to the BOD will pertain to the assignment and other topics that the BOD will be discussing and how it relates to the strategic plan. (I know I will be criticize for using this platform to express my views)

Partnerships, Membership Value, Brand, Innovation
Understanding who we are and how we connect with others.

College Club swimming is an excellent example; which was started by the support of the Georgia LMSC. With the help of USMS staff and leadership, College Club swimming was able to get the financial support. This program is an outreach program. College Club self governs themselves and we should not interfere. USMS is the investing in the future. This program is expanding and provides opportunities college students to continue to swim in college.

However, we need to realize that these swimmers are seasonal. A small percentage continue to swim during the off season. Just like High School swimming, these students are involved in many activities.

Now let's look at another opportunity bridging the gap.
Here are the statistics for High School swimming and DIVING.

https://members.nfhs.org/participation_statistics

Year	State	Sport	Boys School	Girls School	Boys Participation	Girls Participation
2017/2018	ALL	Swimming & Diving			138935	175594
2016/2017	ALL	Swimming & Diving			138364	170797
2015/2016	ALL	Swimming & Diving			133470	166747
2014/2015	ALL	Swimming & Diving			137087	166838
2013/2014	ALL	Swimming & Diving			138373	165779
2012/2013	ALL	Swimming & Diving			138177	163992
2011/2012	ALL	Swimming & Diving			133823	160456
2010/2011	ALL	Swimming & Diving			133900	160881

This group is the millennials and Gen Z. As the book states that millennials do not like barriers and rules however they like stability. This group is the largest group demographically. This group is technology savvy, in which we are trying to do with our IT upgrades.

Masters Programs can be a great partnership with College Clubs; masters swimmers can be the college swimmers networking opportunities. My personal opinion is that a college club swimmer who wants to swim with a Masters club should NOT have to pay a USMS membership. They already have to pay a Masters club fee. We also need to recognize clubs that help college club programs and the younger demographics. The college club swimmer should only have to pay for a membership if he/she wanted to compete during the off season. We want to help foster a relationship with the Masters club and the college swimmer. As the book emphasized, relationships are non tangibles that are valuable for sustainability.

The most successful partnership are the COACHES-the coaches on the deck, the virtual coaches. They are the faces of USMS. They interact with our members. They portray our BRAND. They promote our BRAND. I caution supporting coaches who do not have Masters programs. We need to support USMS club coaches.

Each club is a franchise of USMS. We need to help the clubs become successful and support the coaches. Some coaches are successful while others are just getting by. We need to help coaches understand the business of being a coach which also includes marketing and sponsorships. If the coach doesn't have the time or want to do the marketing and sponsorships then the USMS/LMSCs need to help. Each club in a LMSC adds four swimmers to their program each year, this adds up. Reward and recognize clubs that have increased their membership.

Remove barriers for clubs; the Acronyms for clubs help marketing and branding.

Since the book talked about Life Time Fitness and it was the "higher" end fitness club. I have to say, we created barriers for the relationship to thrive. Every Life Time Fitness has a pool. Their members added value to USMS. Missed opportunity that we had.

Every pool is an opportunity to have a franchise.

What are the tools needed to have a successful franchise (site)

The coach is the most valuable asset (just like the spinning instructor)

The coach contributes to the success or failure of a program.

Creating a brand-having suits (with our logo); cap and goggles available for every learn to swim person. (Swim America has a great brand for their learn to swim program-all the kids wear the Swim America logo merchandise) Shirts are great too, since shirts can be worn outside the pool in public. Public Awareness.

We also have to help bridge the gap from learn to swim to masters swim classes. Teaching coaches creative ways on expanding practice and integrating all levels of swimmers.

Bring back recognition of certificates for learning to swim butterfly, backstroke, breaststroke, freestyle, doing an IM. These recognitions mean a lot to these swimmers.

Teaching an adult to swim is very rewarding to both the instructor and the swimmer.

The partnership with Wound Warriors, ParaSwimming is important. It is about helping others achieve their goals. We are in the infancy of Diversity of Inclusion. USMS being welcoming and open is important. We also have to teach coaches and teammates that swimmers may not have physical/visual disabilities and require emotional support. It is about EDUCATION to our leadership and members.

So, who is responsible for non coach swimmers-Swim Smooth technology will help. However, this aspect is a partnership not an internal investment. There are a lot of competing companies that provide the service. This is a membership value. Not a free value.

I still see value in Online coach workouts-it showcases USMS Coaches. We need to support and showcase the USMS Coaches that have successful programs. However, there should capabilities to sign up for workouts and the workout goes directly to the swimmers in box. The Key point is using USMS Coaches. This shows value in our coaches.

I am looking forward to hearing about the Coaches brain storming summit that was held in Ft. Lauderdale. Creating the value for the USMS Coaches, who are responsible for the sustainability of USMS.

EVENTS:

Pool events-should all pool events make a profit?

There are differences with Regional, Zone, and National Championships vs local meets Local meets provide programs and services to local communities.

OW-This is were we can be more creative and innovated and grow events, however we need to be more selective; We see events having hundreds of participants and our national championships

only having a some less than a 100. However this is for the national office and the OW committee to figure this out. I am anxiously awaiting the partnership in OW Swimming.

INTERNAL Partnerships: Volunteers

Volunteers task force-transparency, communication. Finding a new motivation for our volunteers and making sure that we value volunteer's contributions in the past. We need to change; it is part of evolution. We also have to realize that one style does not fit for everyone.

INNOVATION:

USMS is the leader in ADULT SWIMMING. Let's own it.

Go the distance (FLOG) was a program started by a Master Swimmer, Mary Sweat from Oregon, who started it as a Fitness Program on the Fitness committee. Let's go beyond this, tracking times and seeing improvements or declines in graphs. Goal setting: Helping members achieve their goals.

I am fully support the unified fee which we have been trying to get for the past 7 years. This will allow USMS to provide more membership products (such as automatic renewal which will help with retention, target membership-membership segments, discounts for senior discounts)

We also need to be careful on not devaluing our products-GIVING things for FREE is not GOOD Business. Creating value for the USMS membership.

The book discussed yoga and clothing: Masters swimmer with online presence partnership value with discount for USMS members.

Assist with insurance paying for club fees (some current insurances have money available-Silver sneakers, also some employers have fitness reimbursement)

Fundraising for national organization, LMSC, Club

fundraising birthday, outside the pool-golfing events, auctions, wine tasting

As we come to our 50th year-we need to recognize the SSL founders.

Fitness events sign up. We have that already but it is just signing up. We need to own it and help people achieve the goal. We need to give a special recognition to the participants for completing the event. Helping members to meet the goal of swimming a mile, 2K, etc. Having specific workouts to gradually to be able to swim a mile. Sending swimmers special recognition when they complete it.

Emphasis of the psychological and physiological benefits of swimming.

Really like to article about the working swimmer in the last SWIMMER.

Spotlight even the Learn to Swim swimmers not just on social media but locally, regionally, nationally. We have an opportunity of an adult football player from Clemson who drowned, and the school was closing their pool.

Focus on overall fitness health. NUTRITION

Injured athletes-introduction to swimming

Injured swimmers-keeping them swimming

Outreach support for USMS clubs and college clubs beyond Adult Learn to swim

Fraternities and Sororities have a pool event

Charity mileage (beyond Swim A Thon; partner with FLOGs)

Feel great about doing laps every day

Earning BRAG Swag BRANDED-EXCLUSIVE

Summer league for adults; partner with Masters diving

Having an ALL Aquatics Masters event (Swimming, Diving, Open Water, Synchro, Water Polo)

Just a FYI: USA Masters is 1 vote of 208 Federations.

We already know that competitive swimmers will already join

We need to survey the **non renewing** members and see what trends.

(not competing this year-so the only value was competition; change in lifestyle)

Build a relationship with the previous members by reaching out, CALLING not emailing; personal relationships. We did this 6 years ago.

Take aways:

- 1) Relationships are important
- 2) Removing barriers
- 3) Investments do not always need to make a profit
- 4) Clubs are USMS franchise
- 5) Coaches are KEY components of a successful CLUB
- 6) UNIFIED FEE (It's about time)
- 7) We need to change: operations and governance cannot stay the same
- 8) If someone says NO, then Why NOT? have them explain, LISTEN!!!

9) One pool at a time

10) Recognition beyond times, leadership, it is not about the title, it is about their dedication in the success of their club, event, self accomplishment-losing weight, learning to swim.

#Swimming4ALL, #Swimming4Life

#safeswimming, #learn2swim

#FunFitnessFriendship

#SwimUNITED

#WeSwim4Fitness