

United States Masters Swimming Executive Committee Conference Call

February 15, 2006

FINAL

President Rob Copeland called the meeting to order at 7:35 p.m. EST. Also present were Meg Smath, Michael Heather, Julie Heather, Tom Boak, Tracy Grilli, Mark Gill, Leo Letendre (Live! From Ireland!), Patty Miller and Jim Miller.

Officer reports

Vice President of National Operations

Leo reported that a meeting of the division was held on February 7, 2006. A general discussion of the midyear meeting was held. All committees reported on their business since the last division meeting.

Long Distance has continued to be active in getting all of their meet entries in proper order for posting on the web. The issues with the 10K open water swim are close to being fully resolved. Issues with accepting paper entries have been addressed. Leo was asked why the 10K has a limit of 100 swimmers, and replied that it's because it is a point-to-point swim, each swimmer being escorted by a kayak. The One Hour Swim results are actively being compiled. Approximately 1,000 entries have been processed, and the hosts are using Leo's software to verify registration numbers.

Registration has been working on a number of issues around online registration. A meeting of the Online Registration Task Force was held, and a number of tasks are being pursued.

The *Rules Committee* is working on reviewing the rules to note differences between USMS and USA-S rules.

Legislation is monitoring several activities within USMS in anticipation of needing to modify the code.

Finance continues to work on FOG and overbudget requests.

Officials is working on providing necessary education about recent breaststroke rule changes, as well as providing any necessary help for Worlds.

Vice President of Local Operations

Julie reported that *Records and Tabulation* is very busy with the 2005 SCM tabulation.

Also, the *Zone Committee* has done the SWOT analysis and given feedback on questions for the survey, and is continuing to work on projects assigned during the last conference call.

Vice President of Community Services

In preparing for this report, Mike sent an email out to all of the entities affected: committees and liaisons. To date, he has had direct responses from five, and a personal interview with one other (Planning). Sports Medicine, Health and Safety was contacted somewhat earlier.

National Sponsor Liaison Mel Goldstein submitted: "The Nike, Finis and Endless Pools agreements have been signed and are presently being distributed to the interested parties. We are awaiting the Speedo agreement to be signed. The only new item I am

presently working on is getting the Kast-A-Way agreement to them. The USMS trade-show display will be and has been used extensively the first two months. I am tracking the use closely this year; we may want to consider a second for 2007.”

Fitness Chair Jani Sutherland submitted: “The Fitness Committee has announced the Virtual Swim to Worlds by sending info to all the zone reps, to the Fitness Committee members, and it has been posted on the Discussion Forum and Events section of the website. It is also posted on the Fitness section of the website under the Virtual Swim Series. This is a fun competition between the zones to see who can get to California first by the first of August (then the real racing starts!!). The results will be posted monthly on the website. I am also asking the committee for questions that could potentially be used in the USMS survey. Several new articles for the Article of the Month on the USMS website have been sent to Bill Volckening. We currently have enough articles to get us through August. Each committee member has been asked to submit an article or virtual swim.”

Marketing Chair Connie Barrett submitted: “A few more steps have been made in the marketing plan direction. I have a subcommittee that is working on developing marketing packets and welcome information for new clubs, as one of the efforts to support grassroots marketing. We are collaborating with the Communications Committee on that one. We started looking into ways to support the Worlds videography efforts. Several members are attending various sports conventions and promoting USMS. A couple of members have held a USMS booth at local cross-sports events. We have started collaboration with Communications on the communications plan. We have also started collaboration with the Planning Committee, supporting business plan efforts. As soon as the structure of the marketing plan is turned over to the committee members for contemplation, I’ll start looking into the PR aspects for USMS. We will be polling the EC and committees about things that are relevant to the marketing plan very soon. I’m hoping we can count on everyone’s cooperation.” Mike spoke to Connie and committee member Tom Boyd at a local swim meet, and the format for the marketing plan has been agreed to in principle. Tom has offered to write up a brief outline for Connie to start filling in with objectives, strategies and tactics that may already exist.

Mike spoke to *Planning Chair Jim Wheeler* on February 3 at the University of Southern California, where Jim was speaking to the local pool operators association (SCPPOA). He and Connie Barrett have come to some agreement about the business plan, and he has set up a couple of subcommittees to (a) continue work on the governance project and (b) examine the USMS mission and core objectives compared to USMS actions and policies.

Mike had a conference call with Jody Welborn, Jessica Seaton and Laura Kessler (*Sports Medicine, Health and Safety*) about the sports medicine lecture series at Worlds in August, primarily to get everyone on the same page. They had seven of 10 speakers all committed already, with a stipend of \$500 budgeted for each. The misunderstanding came about when it was queried if there were more money to give to the speakers. Jim Miller has offered to call or give information about grants available at several drug companies.

IGLA Liaison Jessica Seaton gave the following update: “Most of the focus has been on the Gay Games occurring in Chicago from Saturday, July 15, until Saturday, July

22, 2006. The swimming venue has changed and is now at the Myers-McLorraine Pool at the Gerald Ratner Athletics Center on the campus of the University of Chicago. The competition will be swum in short course meters in two courses. The meet director is Mark Gill. An open water swim has been added, and will be swum in Lake Michigan on Sunday, July 16. Also added: synchronized swimming (Northwestern University's Norris Aquatics Center, Tuesday and Wednesday, 18 and 19 of July). Those competing at Worlds may want to use this as a warm-up event. Diving will take place at the same facility on Sunday and Monday. Water polo will take place at the UIC pool Monday through Friday. The Pink Flamingo Relays are scheduled for Thursday, 20 July (7-9 p.m.) at the UIC Flames Natatorium. Details are posted on the website: www.gaygameschicago.org."

USA Triathlon Liaison Cindy Hawkinson said: "The only thing I have to report is that Shannon Votruba of USA Triathlon contacted me at the beginning of the year. USAT is putting together 'club in a box' for their member clubs and wanted to include Masters swimming info along with any types of competition that might interest triathletes on the Masters swimming side of the world. I gave her a bit of info, but also put her in contact with Bob Bruce, who gave her much more detailed info."

Mike has received no response from the *Senior Games* or *YMCA liaisons*. He does not know the status of the respective liaisons, but suggests that the liaisons ideally should be either on the board or well placed in the organization with which we are liaising.

Mike has been trying to get his entire division together for a conference call, but has had difficulty coordinating everyone's schedules. He has also been working with *Convention Coordinator* Victor Buehler, who is most enthusiastic and working very hard.

Vice President of Member Services

Mark reported that the development of the World Championships application continues on. As of 2-15-06, a third pre-beta version has been released to Michael Moore. This release contains most of the parts necessary for an individual to register for events. The relay and team entry section of the program is still being worked on. At this point, we are three business days late on the revised schedule approved at the midyear meeting.

As for magazine activities, the business subcommittee of the *Editorial Committee* is beginning to examine the effect of including an LMSC newsletter in *SWIMMER*. This is a service that we currently provide to two LMSCs. From publisher DMC's view, this is cost-effective for LMSCs with more than 500 members. However, this will come at a cost in terms of time. The Editorial Committee is examining the tradeoffs and will have a recommendation soon. The committee has also had feedback from committees about survey questions, and has drafted questions about our website and the magazine. They have selected the data collection contractor for the survey, and will work with Legal Counsel on the contract.

The web audit by the *Communications Committee* is under way. At the conclusion of this project, we will come up with a schedule of what information is stored where on the website, and when it needs to be updated. From this, we will be able to develop a plan for how this information will be updated and who will be responsible for doing the updates. Patty noted that the minutes for the 2005 House of Delegates meeting have not

been posted on the web. Meg will provide them to Lynn Hazlewood and ask her to post them.

The ad hoc *ISHOF Nominating Committee* has finished the criteria for coaches' inclusion in IMSHOF. This has now been passed on to the Coaches Committee and is awaiting their response. Mark was asked if the ISHOF criteria was supposed to be set by this year so that this committee could be folded into the Recognition and Awards Committee. Mark said it was still the nominating committee's wish to become a standing committee. Mark will ask Chair Ginger Pierson to give us the committee's goals and objectives, and an estimate of when their objectives will be met, to be provided before the Executive Committee's next conference call. Mark also noted that the induction ceremony for ISHOF will be held during SC Nationals and will be nearby, and wondered if people attending the meet would also be interested in attending the induction ceremony. Buying tickets for the ceremony could be added to the entry form for Nationals. Rob will talk to ISHOF's Bruce Wigo to find out if we could get a Masters table or two at the event. The IMSHOF induction ceremony will be held during Worlds, at Masters swimmer Tod Spieker's home. There is money in our budget for entertaining dignitaries at the World Championships, and some of it could be put toward the IMSHOF banquet. Debbie Cavanaugh was suggested as someone who could help promote both induction ceremonies.

Mark corrected what he had reported about the *History and Archives Committee* at the last EC meeting. He said: "The History and Archives Committee is in the process of copying all the registration records from 1986 to 1993. These are then being used to match up legacy ID's to find duplicates that need fixing." It would be more correct to state that the History and Archives Committee is in the process of copying all the registration records from 1986 to 1993, which were only on paper. H&A is generating electronic data files for each of those registration years from the paper copies in order to preserve the data and for future research and identification purposes. H&A has been checking the H&A stories page on the USMS website and has been finding problems with invalid or incorrect links, duplicate permanent IDs and misidentified swimmers, and incorrect IDs assigned to names. H&A is identifying ID problems that need to be fixed. History and Archives also noted that many of their web projects have been sitting stagnant and have not been completed or even started since conversion of the H&A site from SwimGold to USMS on 12/31/2002.

Treasurer

Tom had earlier sent the Executive Committee two spreadsheets detailing the status of our investments, and had nothing further to report.

Legal Counsel

Patty reported that USMS has agreed to terms and worked them into an agreement with Anderson & Associates, the search firm for the Executive Director search, on February 7. She has not heard yet whether the contract has been signed or if work has begun.

At Mel Goldstein's request, she incorporated some changes into the proposed contract with Speedo, our new gold level sponsor.

She has been attempting to get our trademark re-registered for some time now, but was hoping for some help in gathering the necessary information to give to the attorney who has agreed to do the registration pro bono. We will also need to decide what we want to register as a trademark in addition to the logo. Meg will help Patty track down the required information. Anyone with suggestions about what to trademark should send them to Patty.

Interim guidelines for sanctioning events that are using online registration have been distributed to LMSC sanctions chairs. As far as Patty knows, only one implementation question has been raised from an LMSC so far.

Past President

Jim chaired a meeting on February 2 of the *Impact Task Force*, charged with investigating methods of maximizing the impact of the XI FINA World Masters Championships. Minutes to this meeting are attached. The task force is on the right track, and is exploring many possibilities. Jim also turned over information on grants to those in charge of the sports medicine lectures at the World Championships.

Councilman Center

The Councilman Center for the Science of Swimming at Indiana University will hold its dedication on February 25, and someone from USMS should represent us. Rob will contact Doug Church and ask him if he can be there. Another possibility is Cheryl Gettelfinger, chair of the Indiana LMSC.

Executive Director update

Rob has sent the contract to Anderson & Associates. He also sent them a copy of our organization chart. They also requested strategic planning documents, but we don't have anything in finished form to send them. If we can finish our SWOT analysis soon, we could send that to them. (Meg said she has only received a few of the rankings from Board members; the sooner everyone turns their rankings in, the sooner we can proceed with the analysis.) Rob has forwarded to Anderson & Associates some résumés sent directly to him. Soon we will need to formulate our interview plan and a process for hiring, as per PMG. Rob will work with Laura Winslow on these two items. Also, invoices related to the search should come to Rob, and he will make sure they are paid.

USMS partnership with the U.S. Army

We have been approached by the U.S. Army about partnering with them to provide Masters programs at their bases. The Army is talking to their legal people to see if the programs can be Army funded or must be paid for by individual members. Because military people move around so much, and many are stationed overseas, they will present unique registration challenges. One suggestion was to create a new "LMSC" for the military, and then have subgroups. But there may already be existing clubs at some bases who would not want to change their operation. Mel Goldstein has a club development program that could help the Army set up clubs. We could take the "Club in a Box" program and coaching seminars from base to base. Mark will work with Mel to get the program developed,

and then Julie will take over for implementation. We may need a USMS contact who is in the military. Rob Whitters was suggested. Once we figure out this partnership, it could apply to other organizations. We will still need to figure out how to deal with overseas bases in terms of insurance and sanctioning issues.

World Championships

Michael Heather had offered to help modify touchpads at one of the Stanford pools so that they will conform to FINA regulations, but he hasn't been contacted yet by Local Organizing Committee Chair Michael Moore. Jim has spoken to USAS President Dale Neuburger about this issue, and Dale confirmed that this is something that must be taken care of. Mike could not supply us with a cost estimate without seeing what the deck and gutter look like. He will talk to Barry Fasbender, who swims with Stanford Masters. Jim will email Michael Moore to ask for an update about this issue.

Laura Kessler has a handle on the sports medicine lecture series.

Tracy said she has been receiving questions about the opening ceremonies; people would like to know what is planned so they can adjust their travel plans if they want to attend. She will contact Anne Cribbs, the event's executive director, for more information.

Tracy has received quite a few entries but can't do anything with them until the entry software development is complete.

Mark had been given the job of coordinating our use of the booth at the World Championships (see 11-1-05 EC minutes). Mark asked to pass this responsibility on to Michael, who is already working with the Marketing Committee, and Michael agreed. Michael has already been working with Marketing about the proposed video for the meet, and is waiting to hear from the Kaiser Foundation about their possible interest in the project. He suggested we hire videographers to tape a lot of footage, and that we use the booth to conduct interviews. Michael will coordinate with the Impact Task Force.

At previous World Championships we have had USMS pins made for trading. In the past we have bought them from Kast-A-Way and given them away. With the Worlds in our own country, and the likelihood of many more U.S. swimmers participating as a result, we may want to sell them as souvenirs. We will need to check on the exclusivity agreement with Speedo. This could be a way to get other USMS sponsors involved in the championships. Doug Garcia and Bill Volckening were suggested as possible designers of the pins. Another possible item for souvenir sales is swim caps. If we could move on this quickly, we may be able to premier the pins at Short Course Nationals.

Online registration task force

The next meeting is set for February 27 or 28. Leo and Mark are both involved in this project. Work assignments have been made. Current thought is:

- The system will require LMSC registrars to be the focal point of the process during phase I.
- The online registration data will come to the LMSC for automatic or semiautomatic entry into the database.
- Financial reconciliation will be based upon data in the LMSC database.

- The online system screens will be data-driven and include pulldowns for clubs, workout groups and optional fields.
- Matching of members based upon several criteria will be available, with the recognition that we will err on the side of not assigning a number if there is a chance that we could assign a second number or an incorrect number to a registrant.

Arni Litt of the Registration Committee will be talking with Tracy Grilli and Esther Lyman about their needs and wishes to determine the right time to bring them into the discussion.

Internal auditor status

Tracy emailed our incorporation papers to the Board of Directors, and the papers showed that we are not required to have an internal auditor. We will need to talk to Jeanne Ensign, who, as a past internal auditor, will have insight into how this position operates. This will likely be referred to the Legislation and Finance Committees.

Organization chart

Meg now has the organization chart in Excel format and will send it to all on the Executive Committee for verification that all information is correct. We also need to make sure we have roles and responsibilities defined for each position.

Replacement for U.S. Olympic Training Center High Altitude Training Camp

There was nothing new to report. Mark will check into its status.

Nevada Ultimate Sports Entertainment

There was nothing new to report. Tracy will see what she can find out while she is in Las Vegas, honing her water polo skills.

Costco conference calling

We have now finalized the credit arrangement to make it possible for us to switch to this less expensive option. As soon as Tom has everything he needs, we will switch to Costco.

Insurance coverage for USMS

Previously the corporation was insured for a total of \$10 million, but after 9/11 all we could get was \$5 million. Now that it's possible for us to get \$10 million again, we need a recommendation from Insurance Coordinator Colleen Driscoll as to the appropriate amount. After she makes her recommendation, the Board of Directors will make a decision.

Compensation task force

At the Board of Directors meeting last month, as we were discussing employee and contractor compensation, it was noted that there is already a Finance subcommittee charged with evaluating compensation. Leo was ask to add Laura Winslow to the subcommittee

because of her expertise with executive compensation. We could also use an employment lawyer; anyone who knows of a USMS member with this expertise should contact Leo.

Tax investigation

At our January 9 meeting we authorized an investigation of our tax liability in Ohio, New Hampshire and New York. We have had no word yet from our accountant about this investigation. Tom will follow up on this.

Policy manual

Rob has yet to locate an electronic version of the USA Swimming policy manual, but Ted Haartz has a hard copy, which Meg could scan. Rob will contact Ron Van Pool first to see if there is an electronic version. Meg has begun scanning the archival documents, and is through 1981.

National Board of Review

Rob attended a USA Swimming Board of Review workshop in Atlanta for LSCs. The information was interesting, and Rob will forward it to NBR Chair Jack Geoghegan and to Julie for inclusion in our policy manual. There is a pending grievance before our Board of Review. Meg will ask Jack for a status report for the next meeting.

Convention schedule

Meg sent the draft convention schedule to all committee chairs and appointments and has received some feedback, all of it very reasonable. She will send the change requests to the Executive Committee for consideration.

Midyear reports

The midyear reports are due from committee chairs to their liaisons by April 1. The liaisons should have them to Tracy for inclusion in *Streamlines* by April 15. The committee chairs have already received the midyear report forms in the committee chair handbook Meg distributed in December, but she will remind them of the impending deadline.

Correction from secretary

Apologies to Lia Oberstar, whose last name was misspelled in our January 9 meeting minutes.

Next conference call

Our next conference call will be March 8, 2006, at 7:30 p.m. EST.

Meg Smath
Secretary

Minutes of the Impact Task Force

2-2-06

Time of meeting 8 PM – 9:20 EST

Submitted by Jim Miller, MD, Chair

Action Items

- Involve the USMS Marketing Committee chaired by Connie Barrett
- Involve other masters aquatic sports
- Continue updates to USAS
- Investigate the use of videographers, with involvement of Phil Bowen, who is a news photographer and teaches photo journalism, to create a masters library of photography to be used in development of a DVD or other forms of documentaries about the World Championships serving to market masters aquatic sports
- Coordinate involvement in established print media contacts (ESPN and Sports Illustrated, as examples) via contacts already established by the Organizing Committee
- Contacts to be established with known foundations within the Stanford community focused upon wellness and health of older athletes (example: Kaiser)
- Coordinate with the Sports Medicine Committee, which is hosting a Masters Medical Conference
- Next conference call meeting 2-20-06 at 8 PM EST

Members of the committee: Carolyn Boak (At-Large BOD member), Michael Heather (Vice President of Community Services), Michael Moore (chair of the coordinating committee directing the XI FINA World Masters Championships) and Jim Miller, MD (Immediate Past President, USMS), serving as appointed chair

Introduction: The Impact Task Force was created during the midyear meeting of the USMS Executive Committee and Board of Directors in The Woodlands, Texas. The task set aside for consideration was to investigate methods of maximizing the impact of the XI FINA World Masters Championships to be held in August 2006 at Stanford, Calif., upon all masters aquatic sports in the United States. The task force is charged with presenting to the USMS Executive Committee within one to two months for consideration of the feasibility of the project.

General Open Conversation

An open dialogue was conducted investigating the options that may be appropriate. The result was as follows:

- Professional videography to document the Championships. This will in turn provide images that can be converted into a video library for creation of marketing DVD's, brochures, and circulation through the other print and web media sources. A lead that will be investigated is Phil Bowen, who works in the San Francisco area as a professional news photographer and teaches photo journalism.
- Coordination with Sports Medicine to add to the documentary. They are currently setting up the Masters Medical Conference to be conducted during the Championships, open to athletes and professionals.
- Work contacts with the existing media to focus upon the concept that this World Championship is not just sports and to market interest in special features to them. Examples such as ESPN and Sports Illustrated were used as a focus.
- Critical involvement of the USMS Marketing Committee, which is chaired by Connie Barrett.
- Involvement of the other aquatic disciplines under USAS, with the coordination of the NGB presidents.

Direction of the Efforts

One opportunity that will probably arise is the creation of a marketing DVD to be used by all aquatic sports. This will be made possible through the extensive video library that will be created. The current release in the entry form includes permission of all athletes to have their images used, eliminating the need for individual signatures at the time that the image is obtained.

Contacts with firms who develop such DVD pieces will be pursued through local firms in the San Francisco area and prior firms employed by USMS to create marketing pieces used during the FINA World Championships in Barcelona. USAS will be contacted for suggestions. Financial considerations will come into play here with funding sources sought to support these efforts. These funds may be requested from the NGBs, USAS or private and corporate grants.

To increase the interest in the video efforts, local contacts will be established with established foundations, such as Kaiser. Contacts for this effort will be pursued based upon information provided by Julie Heather.

My sincere thanks go to the committee members for their enthusiasm and creativity in getting the Impact Task Force off to a wonderful start. Their efforts, as the input expands, stands to benefit all of the masters aquatic sports.