
Action Items:

1. MSC not to proceed with an advertising plan for the USMS website.
 2. MSC to give standing permission for LMSCs to use the USMS logo for state license plate programs, assuming the proper forms are signed by the USMS president or the president's designee.
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President Rob Copeland called the meeting to order at 7:35 p.m. EDT. Also present were Mark Gill, Julie Heather, Michael Heather, Leo Letendre, Meg Smath, Tom Boak and Patty Miller. Jim Miller joined the call at 9:00 p.m.

Officer reports

Vice President of National Operations

Leo has received the annual report of the *Officials Committee* and forwarded it to Tracy Grilli. He has received the preliminary proposed changes to the long distance rules, but has not yet seen those for rules or legislation. The *Finance Committee* is still working on a revision of FOG. He has also been working with Mark Gill to define specifications for online registration.

Vice President of Member Services

Mark participated in the annual planning meeting for *USMS Swimmer* in Richmond, Va., at the end of June. It was a very productive meeting. One area of concern is the lack of input that was provided by the USMS committees. It would be great if the *Editorial Committee* had more ideas to discuss, but only a limited number were submitted. Preliminary results from the marketing survey were available and guided the decision-making on content balance. Additional analysis is being conducted by Tom Boyd now and should be available to other committees as they prepare for the next year. Bill Volckening will be working in the next year on the development of ideas and resources for magazine content. This is the same kind of development of information that will be needed for the web. There needs to be a close integration between the work being done for the magazine and the web, rather than setting up a system where two sets of people are working the same process in parallel.

The magazine's publishers proposed introducing web advertising, in response to requests from potential advertisers in *USMS Swimmer*. The Editorial Committee discussed the concept and recommended we not pursue it at this time. **MSC not to proceed with an advertising plan for the USMS website.**

Currently two LMSCs have their newsletters bound into *USMS Swimmer* for distribution to their members. The Editorial Committee has determined that this is cost-effective for LMSCs with 500 members or more. If all LMSCs of this size took advantage of this opportunity, it would add one to two days to the magazine's production schedule. LMSCs would have to be responsible for the additional postage for including their newsletters.

The *Communications Committee's* communications plan is in its final revisions and will be presented to the full committee next week. Primarily, this is being developed

as an internal document for the committee to give them guidance on working with other committees. The Executive Committee would like the Communications Committee to come up with plans for implementing the ideas in their plan.

The *Championship Committee* is busy reviewing several rules proposals for convention this fall. One interesting one is the inclusion of 25-meter events for our more senior athletes.

Vice President of Local Operations

Julie has been working on the LMSC workshops for convention. Two will be roundtables for registrars' and LMSC chairs, and the others will cover facilities, communication, and insurance and risk management. The risk management workshop is still being finalized.

The *Zone Committee* has made grants to the Montana, New Mexico, Midwestern, Border and Oklahoma LMSCs to cover convention expenses for a delegate.

Julie emailed all of last year's new delegates and asked them what they feel they most need during orientation. Almost all responded, and several said they felt overwhelmed by the House of Delegates meetings. Therefore Julie would like Parliamentarian Bill Tingley to go over Robert's Rules of Order during orientation. Another request was a better understanding of the structure of USMS. A few delegates wanted a clarification that participation in the orientation games was optional. Julie plans to assign lunch buddies to new delegates and introduce the Executive Committee to them.

Julie has been trying to gather information about the possibility of insuring USMS members of clubs located on overseas military bases. The consensus was that we supply insurance only to members located within the 50 states. Julie suggested that we add a statement to this effect to the LMSC Handbook. Rob will follow up with Mel Goldstein about putting together a "club in a box" packet for the military to use.

Vice President of Community Services

Mike said that the *Sports Medicine, Health and Safety Committee* is rolling along with plans for the sports medicine conference at the World Championships. Ray Novitske of the *Marketing Committee* is working on a club mentoring project. Mike has received annual reports from the *Fitness Committee*, *IGLA liaison* and *USA Triathlon liaison*. He has sent requests for annual reports to the other committees and appointments for which he is responsible. It was clarified that liaisons have budgets to accomplish their work.

Treasurer

Tom reported that we have only two certificates of deposits remaining that yield less than 4 percent; everything else is more than 4 percent, and a couple are at 5 percent. This has resulted in a significant revenue increase. He received the latest financial report from the local organizing committee for the World Championships. The financial review of USMS is complete, and Tom has signed the management letter.

Secretary

Meg reported that an appeal to a decision of the National Board of Review has been received, and will be heard by a panel chosen from the Board of Directors.

Meg, Julie and Betsy Durrant continue to work on compiling a policy manual. Betsy has completed an outline, based upon USA Swimming's policy manual. She has begun putting together a rough draft of the manual, which will be discussed by Betsy,

Meg and Julie during a conference call next week. Once the manual is complete, the Board of Directors will approve it. Leo noted that we will need to make sure that policy decisions made by the House of Delegates are added to the manual after each convention.

Meg has received the names of delegates from all LMSCs, and thanked all who have helped her contact difficult-to-reach LMSCs. The Zone Committee was especially helpful.

Legal Counsel

Patty reported that the last several weeks have been relatively quiet with regard to legal issues. Other than the usual tasks of legal review of minutes and responding to LMSC/club/member questions, the only pending issue is EC approval of use of the USMS logo on license plates in Maryland, which will be discussed in tonight's meeting.

Past President

Jim submitted as his report the minutes of the Expanded Impact Task Force (attached).

President

Rob asked Mark about the progress of a technology request form. Mark said forms for various web requests are available online, but we need to make sure committee chairs and others who might make requests know about the forms. The forms will need to be expanded to include work by all USMS professional staff. We also need a mechanism to track work done for specific projects.

Executive Director update

Candidates have been identified, and we hope to conduct interviews during the World Championships. The Search Committee will be meeting soon to discuss the candidates. A preliminary budget for the Executive Director has been put together and submitted to the Finance Committee.

Convention

Performance reviews have been scheduled for two employees. Rob will send last year's forms to the remainder of the Executive Committee.

During convention, the EC will meet daily. We will need our meeting room to be available throughout convention, in case any issues come up.

Rob has received eight requests for at-large delegates and will be making his decision soon. Meg will cross-check the LMSC delegate list with the automatic delegate list to make sure there are no duplicates.

Worlds

Rob reminded everyone of the dinner for FINA officials on August 9, and asked officers to let him know if they wish to attend. There will also be a USMS table at the IMSHOF induction ceremony.

Use of USMS logo on license plates

The state of Maryland allows nonprofit organizations to offer license plates with their logo on them to their members. The Maryland LMSC has asked the Executive Committee

for permission to use the USMS logo for this purpose. Several other states have similar programs. **MSC to give standing permission for LMSCs to use the USMS logo for state license plate programs, assuming the proper forms are signed by the USMS president or the president's designee.**

Proposed legislation

Because of several instances over the past decade of members falsifying their biographical data, the EC will propose legislation to address this problem. Leo will submit the proposal to the Legislation Committee.

Large corporate opportunities

The EC would like to coordinate with the National Sponsor Liaison and the publishers of *USMS Swimmer* to make sure that there is mutual agreement about the best way to approach potential large corporate sponsors.

Dues task force

The task force has met and is working on a final proposal and rationale. A dues increase will be likely. Specifics will be in the pre-convention packet.

World Aquatic Health Conference

Rob received a flyer about the World Aquatic Health Conference and asked if USMS would like to participate. The conference is sponsored by the National Swimming Pool Foundation. Jim will find out what he can about the conference and sponsoring organization and make a recommendation about our participation.

President's address in *USMS Swimmer*

Rob offered to let any of the other officers write the executive address in future issues of the magazine. The consensus was that occasional addresses by other members of the EC are fine, but most should be written by the president. Jim suggested that we find out the focus of each issue before the executive address is written.

Adjournment and next meeting

The meeting adjourned at 10:34 p.m. EDT. Our next conference call will be August 29 at 7:30 p.m. EDT.

Meg Smath
Secretary

Minutes of the Expanded Impact Task Force

6/29/06

Prepared by Jim Miller, M.D., Chair

Attendees: Laura Kessler, Anne Cribbs, Michael Heather, Michael Moore, Bryan Weaver (USA Water Polo – Masters Chair), Jim Miller

Action Items

- 1. We need writers familiar to each of the aquatic sports who can assist with the articles coming out re. the sports. These writers will need press passes to achieve admittance to the sites of competition. The press passes are applied for prior to the competition. Applications are available from the organizing committee and are due now!**
- 2. Any history of the individual aquatic sports would be helpful in preparing the program. Once again, the national governing bodies need to provide them quickly. The summaries go to the organizing committee with attention to Anne Cribbs.**
- 3. Phil Bowen or the Academy of Art is leading the project through his students to provide photojournalism support for the event. This will give all sports material that they can draw on for years to come. Each NGB needs to indicate story lines of interest, either related to prior match-ups or personal interest stories that they need covered specifically, prior to the start of the games. Now that the psych sheets are available, this is possible to be done in advance.**

Minutes

The meeting was called to order at 7:00 p.m. with discussion actively starting at 7:15. The delay was to allow others to join in the discussion. Introductions were conducted first, indicating areas of interest and/or concerns re. the World Championships. The goals of the Impact Task Force were reviewed. In summary, the goal is to maximize the impact of these international games upon the masters aquatic sports. This may be through enhanced awareness of masters-level international sports, growth or providing an archive of photographic art for future use.

It is critical that the individual sports provide their own journalists to assist in the coverage of their events. It is important to remember that these writers will need press passes that must be applied for in advance. USA Water Polo has offered a brief narrative of their masters program. This will be helpful in developing the program for the games. Each sport already has allocated pages in the program for this presentation. Other sports are encouraged to get similar summaries to Anne Cribbs as soon as possible.

Phil Bowen is directing the photojournalism effort. He is an instructor in San Francisco at the Academy of Art and his classes are using our championship as a project. Each aquatic sport needs to provide information re. any events of interest that need specific coverage. This may be a personal interest story or a rematch of a race, performance or game from years prior. This information needs to get to Anne sooner rather than later. Now that the psych sheets are coming together, the information can be collected and passed on to Anne.

The Sports Medicine Seminar is being held 8/6, 7, 9. The seminar is designed for athletes, sports medicine practitioners, coaches and anyone who has interest in masters sports. The site of the lectures is the newly completed music auditorium that is easy walking distance from the aquatic complex on the Stanford campus.