

United States Masters Swimming Executive Committee Conference Call

August 29, 2006

FINAL

Action Items:

None.

President Rob Copeland called the meeting to order at 7:38 p.m. EDT. Also present were Julie Heather, Michael Heather, Jim Miller, Patty Miller, Leo Letendre, Tom Boak, Mark Gill, Meg Smath and Tracy Grilli.

Officer reports

VP of Member Services:

Mark noted that the distribution of *Swimmer* at the World Championships didn't work as planned, so the current issue of *Swimmer* has been posted on the USMS website. The World Championship issue will also be posted so that the foreign swimmers will be motivated to visit the site and subscribe.

During a discussion about the recent survey, the *Editorial Committee* was looking at how the information can be used to benefit Masters swimming. One idea that came out was that the marketing strategy for USMS should come from the EC, not the Marketing Committee. The EC should determine the direction; Marketing should answer how we get there and Finance should guide the monetary aspects of that plan.

Canadian Masters has asked to access our survey information and possibly the survey. They would like to use the information to help with their own strategic planning. None of the survey data contains personal identifying information. Mark noted that one of the things the survey indicates is that we have had an incorrect perception about the number of competitive swimmers; the number is actually much higher than assumed. USMS will use the survey data to help with our marketing plan. A convention workshop will focus on how to use the data at the club and LMSC level. The data has already been used in *Swimmer* planning. Summary reports can be tailored to specific audiences. Tom Boyd will be asked to put together a report for the BOD that highlights the entire survey. The BOD will develop a strategy based on the data by the midyear meeting, then work on implementation. Committees should work throughout the year on using the survey results to meet corporate objectives. Rob will ask the BOD to look at the survey report posted on the USMS website.

The Club of the Year Award will be presented for the first time this year. *The Recognition and Awards Committee* received seven nominations, and the ballots are in the hands of the voting panel.

There were a few issues with the Coach of the Year Award. By the time the winner was notified, all hotel rooms had been reserved in the convention's host hotel. Also, when the coach is not someone who is a regular convention attendee, this becomes an expensive award to receive. The *Coaches Committee* is taking responsibility to see that a room is reserved in the future and discussing the option of providing airfare and room for the award winner.

We have one bid for Short Course Nationals from the University of Texas–Austin and two bids for Long Course Nationals (Mission Viejo and Mount Hood, Oregon). One of the *Championship Committee's* projects for the coming year is to work at attracting more bidders and find ways to be more proactive in encouraging facilities we want to swim at to bid.

The *Ad Hoc ISHOF Nominating Committee* is working on developing criteria for nomination into IMSHOF for contributors (not based on competitive merit). If the Recognition and Awards Committee takes over this function, then the makeup of that committee may need to be restructured.

Now that programming for the World Championships is finished, the webmaster will return to working on scheduling updates. Priorities will need to be set in an orderly fashion. Mark feels we have enough work that we are in need of an IT department.

Vice President of National Operations:

Leo reported that the *Rules, Long Distance and Legislation Committees* have turned in their annual reports. The *Finance Committee* is not yet finished with the budget; the preliminary work has been done, but a few pieces are still needed. The schedule we must adhere to for mailing out pre-convention packets means that the budget is rarely finished before the mailing. To get around this problem, next year we may email the packet for people to review before the convention, and then hand out hard copy at convention. Revisions to FOG are also anticipated.

The Our Kids Initiative has asked for permission to put our logo on their website. Rob said they should send the request in an email to Leo, who should forward it to Rob, who will grant permission, provided they use the proper logo and are not using it for financial gain.

Vice President of Local Operations:

Julie reported that the convention LMSC workshops have been finalized. We will offer five of them on Thursday evening from 7:00 to 8:30 p.m.: Registrars' Roundtable, Chairmen's Roundtable, Communications, Implementing the Survey Results, and Building a Relationship with Your Aquatics Facility.

We have five delegates attending convention on LMSC grants. Since lunchtime on Thursday is available, Julie would like to have the BOD and EC go to lunch with a new delegate or two (just bring them along with whoever you were going to lunch with). This is a chance for them to get started on the networking that is so important at convention, and also for the Board to find out their concerns and issues.

Julie has been working with Ginger Pierson on New Delegate Orientation. At 8:00 a.m. Thursday all members of the BOD not required to be at the Committee Chairs Meeting are requested to attend the orientation so they can introduce themselves to the new delegates. That will be followed with an overview of the business of convention, Robert's Rules of Order, and questions and answers. Ginger will then introduce the Scavenger Hunt and go over other social activities happening at convention.

The *Records and Tabulation Committee* wrote up a Top 10 FAQ some time ago, and it hasn't made it up on the USMS website yet, along with some other requested changes. There were also some changes requested for the LMSC Grants page. Julie is concerned about the backlog and what can be done to help, now that Worlds is behind us.

A subcommittee of Julie, Meg, Rob and Betsy Durrant has been working on putting together a policy manual for the organization. The intention is not to create policy, but to organize it into one policy manual; current policy is scattered throughout various USMS documents. The topic will be introduced at convention so that delegates can feel comfortable with changes being made about policy and procedures. Members of the subcommittee will speak to committees that are particularly affected (e.g., Finance, Legislation, Rules). They will also give brief overviews at the Committee Chair Meeting and at the HOD. We would like to build a framework for future changes so that they will come as no surprise. We may also find areas with no policy, and will ask the appropriate committees to develop policies.

Vice President of Community Services:

Mike said that in preparation for the convention, he has had several communications with the *Marketing Committee* about the future configuration of the committee. Chair Connie Barrett has sent out yet another request to the committee members to discuss what will be done at the convention meeting. The result was no responses. At all.

Mike has been asked by President Rob Copeland to contact the Masters committee chairs of Synchro, Diving and Water Polo, as well as the alumni coordinator for USA-S, to have a roundtable discussion at convention about the possible synergies that our groups could exploit and explore commonalities amongst us. The NGB presidents and executive directors will also be invited to attend and will be updated on the results of the discussions.

A group to explore the possibility of premium webpages had its first conference call and brought to light some ideas for USMS members that would be either incentives to join or benefits of membership, all accessed through the website on a controlled basis. The beginning of the call reinforced the idea, as unanimous consensus for the project was voiced. Mike will be submitting a small report on the proposal, both in writing in advance of and verbally to the HOD at convention.

The Sports Medicine, Health and Safety Committee is basking in the afterglow of a successful and popular lecture series at Worlds.

The Planning Committee had no report this month.

The Fitness Committee had no report this month. Chair Jani Sutherland is not likely to make the convention, but her vice chair (Marcia Anziano) is prepared to run the committee meeting.

Legal Counsel:

Patty has been gathering information for trademark registration of several USMS phrases and symbols. Patty also emphasized that USMS already has trademark rights through usage, but registering the trademark provides us more protection.

Secretary:

Meg has been pulling the paperwork for convention together, keeping track of the certified delegates, and working on the policy manual with Julie, Betsy and Rob.

Past-President:

Jim continues to explore how we can use the videography acquired at Worlds to boost the aquatic sports' visibility. A 5- to 7-minute video will be put together to possibly show at the USAS banquet. Because all aquatic sports were represented at Worlds, perhaps segments of the video could be used as an introduction for each of the NGBs, in the same way that video from last year's World Championships was used. Rob will explore this possibility with USAS. Jim emphasized that the FINA Masters World Championships were successful because all the NGBs pulled together.

Treasurer:

Tom had no report, other than his usual activities.

Convention planning

The final agenda for HOD meetings will be set by the EC at convention. Meg will send last year's agendas to the EC, who should have comments back to her by September 1. Meg, Jim and Rob will then work together on a preliminary agenda for the EC to fine tune at convention.

World Championships

All who attended Worlds agreed the meet was extremely successful and enjoyed by all 7,200 athletes. Preliminary reports indicate that the event will not return a profit, and it is likely that USMS's loan will not be fully repaid.

Executive Director search

The search committee interviewed three candidates at the World Championships. Additional candidates are still being sought and interviewed.

Adjournment and next meeting

Meeting adjourned at 10:16 p.m. The next Executive Committee meeting will be at the convention, Tuesday, September 12, at 2:00 p.m.

Meg Smath,

Secretary