
Action Items:

1. MSA to waive the requirement in section V.c of the Professional Management Guidelines to publish the advertisement of an administrative assistant for the executive director in the USMS official publication and newsletter.
 2. MSA that the ED use an application and interview process to hire the administrative assistant. The ED alone will conduct the interviews, extend an offer and hire the assistant.
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President Rob Copeland called the meeting to order at 7:39 p.m. EDT. Also present were Meg Smath, Leo Letendre, Julie Heather, Mike Heather, Mark Gill, Jim Miller, Todd Smith and Tracy Grilli. Patty Miller joined the call at 8:05 p.m.

Officers reports

President:

Rob said he has been busy with tasks generated by the convention. Julie congratulated him on a well-run convention. Rob said that communication beforehand was key to the convention's success.

Vice President for Member Services:

Mark submitted the following report:

The Communications Committee has hit the ground running. Their first meeting is scheduled for October 28. They will be reviewing their goals and objectives, making any needed changes and setting priorities for the year. Another project already under way is the update of the Places to Swim information on the USMS website. This is one of the most used features on our website.

I have not yet made contact with the chairs of the International and Marketing Committees, but will do so soon.

I just made contact with the Publications Management Committee chair, Heather Hagadorn, and we began basic planning for the year. The committee is continuing with their work from convention and revising their goals and objectives worksheet.

Since convention, I have turned over materials related to History and Archives, Recognition and Awards and Championship to the vice presidents now leading those committees. On October 25, Mel Goldstein and I will attend the TEAMS conference in Louisville, Ky., to represent USMS. The convention deals with travel, events and management in sports.

On the technology front, we have begun prioritizing the work requests that came from convention. Currently, that list numbers 80 items. We are using the goals of the strategic plan in guiding our efforts.

Vice President of Community Services:

Mike submitted the following report:

I have contacted all of my committee chairs (the survivors) to follow up on actions at convention and have offered to set up their monthly conference calls. I will set up quarterly division calls soon.

I have contacted the SpringHill Suites in Grapevine, Tex. (near Dallas) to arrange meeting and sleeping rooms for the midyear meeting, and sent an estimated budget to Rob and Jeff. The dates contracted are February 7–10, 2008. The EC shows on Thursday, the rest of the board on Friday.

Meeting times are TBA. In my estimate, I presumed four ex-presidents (including Tom) would attend, and four people would have single rooms, either by choice (refunding half of room cost to USMS) or by perquisite of position. Everyone else would share a room.

I have been added to the Policies and Procedures Handbook Task Force and will take an active role in the handbook's completion.

Within the week, Jim Wheeler will write a job description for the risk management coordinator position.

Vice President of Local Operations:

Julie submitted the following report:

I have determined the composition of the LMSC Development Task Force and discussed it with Rob. I have sent out invitations and will be setting up a conference call for early next month to get started.

I've been on at least six hour-long or more phone calls regarding online registration, and have been beta testing the program and providing feedback.

Reimbursement requests came in quickly this year, but I'm still waiting for a few more for convention grants.

The Club Development Task Force has been continuing along, and there will be a meeting of Mel Goldstein, Jim Wheeler and Tom Boyd to develop a curriculum for club mentoring in November. I will be requesting approval from Finance as soon as I have an estimate of the costs.

Vice President of National Operations:

Leo submitted the following report:

The primary focus of late has been managing the online registration system development and startup. Club Assistant has provided a beta test site for the registrars' interface, and refinements are being rapidly made. I have also been combining and converting the data from the registrars, the website and the National Office for use in the new system. George Simon and I presented three teleconferences for the registrars in order to bring them up to date with the changes. Other aspects of the project, including the financial/back office process, are progressing.

Secretary:

Meg submitted the following report:

Since returning from convention, I have been concentrating on posting all the various minutes produced at convention online. All are up now except for the House of Delegates and one of the workshops. I am still working on the HOD minutes, and hope to have them ready soon for the EC to review. After that, I still need to write notes from the

wrap-up session and compile the evaluations. I also still need to make notations on a few of the committee minutes to reflect changes made during the HOD.

A few of the committees passed action items that will require action of the EC and/or BOD. From Communications: That the BOD consider bimonthly emails to members. That the BOD consider policy changes and resources necessary to collect sanction information and establish end-to-end event management services. From the Endowment Fund: Study the committee's mission so we can work on obtaining more grant proposals.

I will need to work with the vice presidents and committees to help them set up conference calls.

Treasurer:

Jeff submitted the following report:

Transition: Signature cards for bank accounts are currently being circulated. I would expect this to be completed sometime next week. Once that is complete the transitioning of the check writing can occur.

Online Registration: I am working with Club Assistant on setting up a merchant account. A communication to LMSCs about the cash settlement process is being drafted.

Other: A draft of "Segregation of Duties" (in regard to having the treasurer and registrar as the same person) was circulated by email for comment. I am working on insurance applications.

Legal Counsel:

Patty submitted the following report:

An important activity since convention has been responding to Office Actions issued by the U.S. Patent and Trademark Office in response to some of our trademark applications. Through our outside trademark counsel, we filed a strong response to the USPTO examining attorney's request that we disclaim some aspects of our trademark.

I am serving on the Branding Task Force, which has its first meeting since convention this week.

I owe Mel Goldstein a bunch of renewal agreements for sponsors that will be continuing their corporate partner relationship for the next two years.

Executive Director:

Todd submitted the following report:

Online registration work is ongoing and is being spearheaded by Leo. Dan Wegner, Club Assistant, has reported that the initial data transfer was provided and uploaded on October 10. A second data transfer is to be uploaded today, Monday, October 22. A registrar interface has been built with sections for clubs, workout groups, members and payments. All registrars have participated in conference calls (hosted by Leo and George Simon) introducing them to the changes that will be coming. Registrar beta testing began October 15. Eight registrars have beta tested so far. After the data transfer today, the remaining registrars will be introduced to the system. A sample Individual Member Online Registration page(s) has been built and links set up from the USMS website to it.

Among other things, the financial/back-end process needs to be completed.

I have inspected additional office space and investigated an opportunity to join other nonprofits, but have concluded that a site dedicated to serving small businesses offers the best solution for me and USMS. An office measuring 312 sq. ft. is available beginning December 1, 2007, at a reasonable price and within budget. Office furniture can be rented by the month, providing a flexible solution to the relocation.

A job description for an administrative assistant has been written. It is my desire to proceed with the application and interview process as soon as possible, so that this individual can be identified and on staff by December 2007 or January 2008. In addition, an announcement of the position has been written.

I have been working with five potential corporate partners. Unfortunately, one likely company has had some personnel turnover and is no longer a likely candidate. I will be attending a Sports Marketing Conference October 25–26, 2007, in pursuit of potential prospects for both corporate partners and national meet hosts. This conference is in Louisville, Ky.

Other areas of responsibility dealt with during the past three weeks include, but are not limited to, the following:

1. Insurance
 - a. Corporate insurance
 - b. Employee insurance
2. USMS merchant account — fraud credit card transaction
3. Post-selection conversations with online registration vendors
4. Open water event registration
5. Employee handbook
6. FINA — Office of Communications
7. *Swimmer* magazine
8. USA Swimming
9. Employee management and supervision
10. Multiple committee conference call meetings.

Committee and coordinator appointments

Todd Smith will take over the functions of the USA Triathlon, U.S. Olympic Committee, National Senior Games and YMCA liaisons, as well as the Insurance Coordinator. Jim Wheeler will be appointed Risk Management Coordinator and Doug Garcia will be Graphic Design Coordinator.

Rob and Tracy are working on composing the committees, based on the committee request forms from convention and the committee chairs' evaluations.

Online registration

Leo reported that beta testing has begun, and he has received data from most LMSCs. He is currently working on the registrars' interface, which is being tested by Julie Heather, Anna Lea Roof and George Simon. We are a couple of days away from all registrars testing. Club Assistant has been responsive to the coordinated feedback. We are making progress and are not too far behind our aggressive timeline. We are making progress on the financial back end, with input from Rob and Jeff. The Online Registration Task Force has been meeting weekly with Club Assistant, and have concluded that we will operate by electronic transactions both to and from the LMSCs; these will be two separate

transactions, not netted. Controller Margaret Bayless is comfortable with the procedures. The goal is to make the process familiar for registrars.

Committee goals

Rob will meet individually with the vice presidents to review their committees' missions, objectives and goals.

Midyear meeting

Jim asked when the meetings will begin and end, for purposes of buying plane tickets. The EC meeting will begin at 2:00 p.m. on Thursday, February 7, and the BOD will begin at 2:00 p.m. Friday, February 8. We will conclude our meetings at noon on Sunday, February 10.

EC goals and objectives for 2008

Rob said he would like the EC to communicate more effectively and provide better leadership. He would also like the EC to help Todd become more effective in his role as ED. Julie would like the policy manual to be finished (although this is more properly a BOD objective). Rob also said the officers — except for Jeff — should start looking for their successors, and have some candidates by this time next year. Jim suggested we schedule a one-hour session at the next convention for members to sit down with officers to discuss what they do, so potential candidates can decide if they're interested in the job. Meg said we should draw up next year's schedule early, because we'll need major changes to accommodate election activities and to make modifications suggested during the convention wrap-up meeting. Julie agreed and said we should have the first draft ready for the midyear meeting.

Mark suggested we begin transferring some responsibilities to the ED that have been handled by volunteers. We should also define new ways to create value for our members.

Rob added that we should support the task forces, especially Club Development and LMSC Development.

Todd suggested that at our midyear meeting we devote two hours to strategizing about major issues — things threatening our membership growth. He noted that most nonprofits deal with only a few issues per meeting. Jim suggested that all BOD members send their top issue to Rob and Todd. The EC can then compare the lists and narrow down the topics for the meeting.

Other objectives for the year are to finalize our IT infrastructure and restructure the Endowment Fund.

Key BOD initiatives

Topics to be undertaken by the BOD include working on the policy manual; performance review and goal setting for the ED; putting together a compensation committee and an audit committee. Jeff suggested we look at long-term financial planning — two to three years out. The BOD will need training in its new responsibilities as staff takes over more duties. This discussion will be finalized during the next BOD conference call.

USMS response to FINA

Mark was concerned about FINA's policy about records and Top 10 from meets of non-aligned organizations. Rob is working with Dale Neuburger to collect facts about the situation so we will know better how to respond. USMS should deal with this issue, through the proper channels, instead of the affected non-FINA organizations directly approaching FINA.

Hiring of administrative assistant for the ED

MSA to waive the requirement in section V(c) of the Professional Management Guidelines to publish the advertisement of this position in the USMS official publication and newsletter. This job, which will be based in Indianapolis, will most likely be filled by someone in the Indianapolis area, so it seems unnecessary to advertise it in a national publication. **MSA that the ED use an application and interview process to hire the administrative assistant. The ED alone will conduct the interviews, extend an offer and hire the assistant.**

Professional management guidelines

As discussed at convention, our PMG were designed for a largely volunteer organization. Now that we are transitioning to more professional staff, they need to be modified to allow for more flexibility. Julie suggested we ask the Policies and Procedures Handbook Task Force to look at PMG to determine what we need to keep and what we need to move to a policy manual. Patty commented that the general principles of the document are good. For example, we should maintain the principle of competitive bidding for major projects, but remove management of USMS employees from PMG.

LMSC bonding

Our bonding insurance will expire at the end of this year, and we will need to add a rider to our policy for LMSC bonding. In order to secure bonding insurance, our LMSCs will have to practice certain financial controls: (1) Dual signatures on checks of \$5000 or more, (2) separation of duties (registrar/treasurer), (3) quarterly or semiannual audit. We are proposing that the audit be limited to LMSCs with more than \$25,000 in annual revenues, and that the audits would be performed by a USMS audit committee; this would probably be no more than 10 LMSCs. LMSCs will have to verify in writing that they are complying with these controls; if they don't verify, they won't be covered. Since this is a policy decision, the BOD will have to approve this procedure. Todd will speak with Sandi Blumit and gather the needed information, and we will schedule a BOD conference call to address this issue within two weeks.

Next meeting and adjournment

The next EC meeting will be November 20 at 8:00 p.m. EST. The meeting was adjourned at 10:20 p.m. EDT.

Meg Smath,
Secretary