
Action Items:

1. MSA the minutes of the May 20 Executive Committee conference call.
 2. MSA to disband the LMSC Task Force.
 3. MSA the Club Development Task Force's proposal for a pilot club development program.
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President Rob Copeland called the meeting to order at 8:33 p.m. EDT. Also present were Meg Smath, Julie Heather, Mark Gill, Jim Miller, Patty Miller, Mike Heather, Jeff Moxie, Tracy Grilli and new Executive Director Rob Butcher. Rob C welcomed Rob B, and the remaining EC members introduced themselves to Rob B.

Officer reports

VP Member Services

Mark Gill submitted the following written report.

Since the last meeting of the EC, the International and Publications Management Committees have met.

International Committee. The International Committee has recommended two persons from foreign Masters federations to be invited to attend the USMS convention. They are John Perez from Puerto Rico (UANA webmaster) and Javier Carrega from Mexico (UANA Masters Technical Committee vice chair). While the committee makes the recommendations, the invitation to attend is extended by Rob Copeland.

Publications Management Committee. The annual planning meeting with Douglas Murphy Communications (DMC) will take place June 25–26 in Richmond, Va. Attending from USMS will be Mark Gill, Heather Hagadorn, Lynn Hazelwood and Bill Volckening. Bill Volckening and Bill Edwards of DMC should be sending pre-meeting materials to all participants today (June 11).

The July/August issue of the magazine went to the printer on June 4 and is expected to be mailed on June 19. We are working with DMC to change the date we receive the proofs so that our proofreaders have a bit more time. For this issue, deadlines were missed for the Pacific Masters newsletter insert and the executive address.

The website has received several updates in the area of administrative tools. The magazine administration area is now complete and the July/August issue will be posted using these tools. Initial work has begun on the calendar of events, and tools are being developed that will support Top 10 recorders using the meet results database. These two items are part of the work initiated by the End-to-End Event Management Task Force.

The committee is also working on the development of house ads for the magazine. If you have any ideas for these ads, please submit them to Allen Highnote by June 15.

Budgets. All budgets for the Member Services Division have been submitted.

Mary Lee Watson

Mary Lee Watson of the Southeastern LMSC passed away on June 7 at the age of 86 after a long struggle with cancer. She was a long-time USMS member, world record holder, chair of several USMS committees and a Ransom Arthur Award winner. All who knew her loved her. Meg Smath, who had the honor of being taught how to swim by Mary Lee in the 1960s back at West Meade Swim Club in Nashville, Tenn., will attend the memorial service on June 16 on behalf of USMS, and Rob B will send a letter of condolence to her family. The Executive Committee extends its heartfelt sympathy to Mary Lee's family.

Executive director's report

Rob B introduced himself to the EC, saying he is deeply passionate about swimming and that we all have our passion for swimming in common.

Approval of minutes

MSA the minutes of the May 20 Executive Committee conference call.

Convention planning

Tracy will make all the room reservations for the EC members. We will need a theme for the convention, which Rob B and the Branding Task Force will consider.

LMSC Task Force

Julie recommended that we disband the LMSC Task Force because she has come to realize that this is a much more complicated issue than club development, it is proving difficult to get traction and she has concluded that this is the wrong time to tackle the issue. At a later date, best practices will be compiled so that we can ensure a consistent product across the country. **MSA to disband the LMSC Task Force.**

Branding Task Force

Patty reported that the task force is open to turning the process over to Rob B, now that he is on board. A conference call should be scheduled to discuss the task force's conclusions with Rob. Rob will discuss the matter with Lynn Hazlewood, chair of the task force.

Club Development Task Force

The task force submitted a revised proposal for a club development pilot program, as requested by the EC (see minutes to 5-20-08 conference call). Julie suggested that Rob B look over the task force's strategic plan to determine if the pilot program is what we want to do right now. Rob commented that he would be in favor of USMS eventually establishing the position of club development director. **MSA the task force's proposal**

by a vote of 4-2. A line item for the pilot program is being prepared for the 2009 budget. We anticipate that eventually this will become a function of the ED and National Office.

Budgets

Rob C urged the vice presidents to make sure the budgets for all their committees are turned in, now that the deadline for submission has passed. Rob C, Rob B and Jeff will confer and submit a budget for the ED. Tracy reminded the EC that the deadline for annual reports and convention agendas is also approaching.

USMS promotion at Olympic Trials

Rob B reported that USMS will be a presenting sponsor at the U.S. Olympic Swimming Trials. He is working to obtain time for USMS swimmers in the warm-up pool during the trials, and perhaps also host a social. Nadine Day will help Rob with this effort. Anna Lea Roof has been keeping track of Masters swimmers who will be attending the trials, and Mark suggested Rob contact Erin Sullivan, who is a Masters coach in Omaha.

Staffing issues

Rob B commented that in our current staff structure, none of our employees pass the “bus test.” Therefore, he will be working on infrastructure to improve this situation. He recommended establishing a satellite office in Charlotte, N.C., that can house three to four people, within the next 30 days. He will make arrangements on a month-to-month basis in order to buy ourselves some time to evaluate. He will work with Jerry Clark, who is a real estate broker in Charlotte.

Tracy left the call at 10:12 p.m. Rob B recommended hiring a local administrative assistant. The EC had previously approved waiving the PMG requirement to advertise the position in a national publication (see minutes to 10-27-07 EC conference call), so Rob will proceed with interviewing and hiring.

Tracy will order business cards for Rob B, and Rob B will discuss with Rob C and Jeff procedures for buying office equipment.

Next EC meeting and adjournment

The meeting adjourned at 10:28 p.m. EDT. Our next EC meeting will be July 8 at 8:00 p.m. EDT. The next BOD meeting will be July 9 at 8:00 p.m. EDT.

Meg Smath
Secretary