

**U.S. Masters Swimming Executive Committee Conference Call minutes**  
**June 29, 2010**

**FINAL**

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**Action Items:**

1. MSA - To have all conference calls to go to one cost center 5099.
  2. MSA- EC to move forward with the letter and acceptance of the contribution from a donor to be used to support USMS.
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President Jeff Moxie called the meeting to order at 8:04 PM EST. Also present were, Michael Heather VP of Administration, Nadine Day-VP of Community Service, Ed Tsuzuki - VP of Local Operations, David Diehl-VP of Programs, Rob Copeland-Immediate Past President, Ralph Davis-Treasurer, Doug Church-Legal and Executive Director - Rob Butcher.

Absent: C.J. Rushman - Secretary

**EC Agenda topics:**

1) Introductions, Announcements

- Mike Heather noticed election candidate info was not on yet on usms.org
- Rob B to work with Laura Hammel to get the info up and to alphabetize the nominees

2) President's report (Jeff); No report

3) ED report (Rob B):

- Membership is at 48,337, 5.6% ahead of last year
- 20,022 non-renewals from 2009
- Ed suggested we conduct research with other similar “adult fitness-oriented” organizations to understand the non-renewal rates that they experience and what “best in class” looks like. Conducting a member survey would be a good idea
- The USMS web server transition took place over the weekend. This is a security upgrade for USMS and allowed for migration of usms.org and LMSC sites from a single server to a larger and faster server with more security protection and also a redundant back up.
- Staff is still providing customer service for any questions and to date there has been minimal if any interruption of service
- Ed gave a thank you for completing the server upgrade, this accomplished our #1 IT priority
- Controller is sending out 2011 budget templates to Committee Chairs and VPs
- 2011 budget template will have 2010 budget and actuals.
- If Controller does not receive budget requests, as a courtesy the 2010 approved budget will be carried forward
- Ralph Davis indicated that today, 98% of the budget is controlled by the National Office
- Anna Lea tracking conference call; Ed suggested one budget under one cost center.

Ralph-he doesn't have any problem with that. Rob B said that the total cost is \$600-900 per month. **MSA - To have all conference calls to go to one cost center 5099.**

- On the sponsorship front, there were two sponsorship deals in 2010 that did not renew. The total of those deals was for \$40,000. We signed \$70,000 in new sponsorship for 2010 creating a net positive of \$30,000.
- Kyle Deery and Rob Butcher have been proactively going to visit sponsors in their offices. This approach has led to focus and interest from sponsors and to our new sponsorship successes.

#### 4) Code of Conduct (Doug)

- There is a recognized need for an updated USMS Code of Conduct
- Doug is getting help from Corinne Gorsky, an attorney with Nixon Peabody, to help draft a Code for board review
- The new Code will be reviewed and discussed at the July board meeting
- The understanding is that beginning with 2011 registration, members will have to sign the Code of Conduct

#### 5) SPMA LMSC Audit Review (Ralph)

- The request for review of the SPMA LMSC books was sent by the Registrar
- Question was asked should the request come from the LMSC EC
- Mike Heather said while the request was from the Registrar, it was the SPMA BOD that was making the request
- After discussion, the EC is not in a position to perform the audit
- Recommendation was that a volunteer or perhaps the Audit or Finance Committee might be able to provide assistance

#### 6) 2011 Nationals in Arizona (Jeff)

- Legal has approved a response that may be sent if USMS receives inquiries regarding the recent immigration laws
- Only the board President may respond to the inquiries

#### 7) Bylaws and grievance policies (Nadine)

Rob C sent via email the LMSC minimum standards and Model by-laws. Rob is working with Laura Groselle, who is the National Board of Review liaison, with recommendations for LMSC. It was suggested that the LMSC development also assist in this task. The problem is that most LMSC grievance policy allows the LMSC chair to appoint the review board, which lines the conflict of interest. Rob B, Rob C, Doug A (LMSC Development chair) and Laura to work on recommendations and suggestions for compliance at the LMSC level.

#### 8) Fitness GTD (Nadine)

- The FC Committee Chair requested her order form be placed on the GTD portion of the website
- Rob B. to work with Nadine on prioritizing this with IT

#### 9) ASCA (Nadine)

- Is ASCA willing to provide any scholarships or reimbursement for USMS coaches teaching the Masters coaches certification
- Rob B. to check with ASCA

10) Convention? (Nadine)

Nadine spoke about the workshops through the LMSC Development committee not staff dictating the workshops. Rob B gave the EC a list of workshop suggestions along with proposed names from the National Office staff to assist/lead them. Ed will work with Doug Adamavich and the LMSC Development Committee to organize the workshops and confirm workshop leaders. Ralph suggested that the EC come up with a theme via email prior to the BOD meeting.

11) USMS Donor Letter (Rob B.)

- Rob B. has been cultivating a potential donor
- The donor has verbally agreed to contribute to USMS
- The letter of commitment is included for EC discussion so USMS can understand our obligations if we accept this contribution

Dear XXXXXXXXXXXXXXXX:

This letter serves as your Letter of Commitment to U.S. Masters Swimming (USMS). We accept that you will financially contribute one hundred thousand dollars (\$100,000) to U.S. Masters Swimming. The intent of the contribution is to support Masters coaches education and the 2012 USMS Summer Nationals. The USMS board of directors shall have variable authority in allocating the contributions. Your contributions will be payable to U.S. Masters Swimming as follows:

- \$30,000 by August 1, 2010
- \$30,000 by March 1, 2011
- \$40,000 by March 1, 2012

In recognition of your contribution, U.S. Masters Swimming will provide the following:

- USMS will provide a window of time at the 2010 and 2011 USAS Convention for the IMSHOF induction banquet
- ISHOF will have the option of continuing the IMSHOF banquet at the USAS Convention through 2018
- USMS will provide a window of time at our 2012 Summer Nationals for the IMSHOF induction banquet
- USMS to promote and encourage attendance for each year of the IMSHOF banquet
- ISHOF will be responsible for all costs with putting on the banquet including free or a nominal admission for attendees
- USMS will continue to encourage USMS members contribute to ISHOF
- USMS will continue to financially support ISHOF with a contribution for each membership

In consideration of your contributions, we invite you and a select number of guests to be part of

our Olympic Trials corporate hospitality. In addition to access to our suite at the Trials, you and your guests will have preferred seating at the Olympic Trials.

If you allow us to publicly recognize for your support, we will most certainly develop visible opportunities to do so such as recognition in /SWIMMER/ magazine, usms.org <<http://usms.org>>, and at Convention.

Thank you XXXXXXXXXXXXXXXX for your generous support of U.S. Masters Swimming.

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Rob Butcher  
Executive Director  
U.S. Masters Swimming

- Recommendation was to change wording of Convention to USMS Annual Meeting
- Jeff Moxie said the best time to host the IMSHOF induction would be on Friday evening before the LMSC Social
- Rob B. requested that Jeff Moxie also sign letter
- **MSA: EC to move forward with the letter and acceptance of the contribution**

12) David Yorzyk award (Ed)

The David Yorzyk is an award for the best 400 IM at SCY Nationals. It was already voted upon and decided that per previous EC minutes of 3/17/09; that the award should not be an official USMS award, and should be given out at SCY Nationals if the meet host agrees. However, Leo Letendre suggested that the EC acted out of order by “overruling” and HOD action from 1985. The minutes from the 1985 HOD discussion can not be located. It was determined that the EC acted appropriately on 3/17/09 and the current EC is in agreement. Ed will communicate to both Mani S and Leo L of the decision, Mani may continue to give this award on his own and should work directly with the USMS SCY Nationals meet director on-going for the presentation. Confirming that the EC does not have to act at this time.

13) Old Business

- Ralph Davis shared Controller’s letter will include information SwimFest with a separate P&L at the board meeting

14) New business

- Dave Diehl presented the Open Water Rules proposal
- Jeff will add to the July BOD meeting

Next meeting at the July board meeting in Sarasota Florida.

The meeting adjourned at 9:27 PM EST.

C.J. Rushman,  
Secretary