

U.S. Masters Swimming Executive Committee Conference Call minutes

August 18, 2010

FINAL

Action Items:

1. **MSA** - The Executive Committee requests to the Championships Committee a minimum entry fee of \$75 for the 2012 Summer Nationals to lessen the impact of (possible) financial loss to members not traveling to Omaha.

Vice President Mike Heather called the meeting to order at 8:04 PM EST. Also present were 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: Jeff Moxie – President, C.J. Rushman - Secretary

EC Agenda topics:

1) President's report (Jeff): President was traveling and unable to make the call, no report

2) ED report (Rob B):

- Rob shared that Mark Gill had originally bid and was awarded hosting of the 2010 Summer Nationals previous to him becoming a USMS employee. When Mark came to work for USMS, the responsibility for operating the meet was transferred to USMS. Mark served as our meet director within his USMS job responsibilities and did not receive any additional compensation typically provided to meet directors.
- The Summer Nationals in Puerto Rico were by most accounts a success.
- The 633 swimmers was less than we budgeted but staff was able to trim expenses such as hours for emergency personnel and catering.
- Staff is still tabulating the P&L for the event and expects it will be a very small net profit.
- Laura Hamel, Kyle Deery and Rob Butcher returned from Puerto Rico and conducted a three-day annual planning session with magazine publisher Douglas Murphy Communications (DMC).
- The 2011 *SWIMMER* magazine editorial calendar has been laid out.
- We informed DMC that USMS will be assuming primary responsibility for selling magazine advertising and that DMC must communicate ahead of time with Kyle before they sell advertising.
- Staff stressed to DMC our obligations and priority of having a magazine in the mail on time. For the next three issues, we have set and DMC has agreed to these ship dates; September 3 (Sept/Oct issue), November 1 (Nov/Dec issue), and December 23 (Jan/Feb issue).
- Staff shared with DMC our frustrations related to receiving continuously inaccurate invoices. Inaccurate invoices require staff spend significant hours making corrections before we will process for payment. We expect better attention to detail by DMC.

- Rob thanked Nadine and the Coaches Committee for their significant efforts and commitment to creating the Masters coaches certification program. Staff and the Coaches Committee have worked together very well to create 14-power point presentations, a 57-page coach's workbook and support video. Level 1 and Level 2 certification programs are in final review and will be taught by volunteers and staff at the ASCA World Clinic.

3) 2012 Summer Nationals Budget (Ralph):

- Ralph shared the current 2012 Summer Nationals budget has a projected loss of \$77,000. He does not think it is fair for the general, non-competitive membership to have to shoulder the projected loss for this event. He shared we have a fiduciary financial responsibility to best manage the 2012 Summer Nationals.
- Ralph made the case this is a unique opportunity in a unique venue and that we should request to the Championships Committee a minimum entry fee of \$75 for the 2012 Summer Nationals.
- Ed asked if this increase in entry fees is an attempt to push the event towards break even or is this attempt to generate net revenue. Ralph said it is an attempt to help offset projected losses as the event is still projected to be a net loss even with a \$75 entry fee.
- Rob Copeland suggested we be open to a 3-5 stepped up entry fee approach of \$50 for early entry and the entry fee will increase earlier and higher than usual as we get closer to the event. He noted that some swimmers who missed the Short Course nationals deadline offered to pay hundreds of dollars for late-late entry.

4) Convention (Ed):

- Ed presented a delegate welcome letter and schedule. Hearing no objections, Ed will request that Tracy issue these two letters immediately to House of Delegates members.
- Ed presented a Survival Guide for New Delegates and Roberts Rules of Orders. Hearing no objections, Ed will request that Tracy issue these two pieces of information within the next week.
- Ed reviewed our published working calendar and discovered there were holes in terms of responsibility assignments and process. Ed presented an updated working calendar with more defined responsibilities and process. Ed asked who is the Convention Coordinator and what are their responsibilities. Mike Heather responded it is Victor Buehler and he reports to the VP of Administration. Ed recognized the need for a Convention Coordinator but expressed concerns that there has been a breakdown in the process and lack of communication related to convention. Ed requested that a single EC person be responsible for working with the Convention Coordinator to ensure an improved and more effective communication process. Ed wants to memorialize the responsibilities and procedures within the working calendar so when new EC members and Committee Chairs take office they have a clear understanding of the process and responsibilities.
- Ed asked who is running the Committee Chair orientation on Wednesday evening. Rob Copeland responded it is the Secretary and suggested CJ get with Meg for how to present this orientation.
- Mike Heather clarified that Victor would like to stay on as Convention Coordinator.

- Rob Copeland has been gathering group registration requests. He has not heard from Sean Fitzgerald, Homer Lane, and George Simon yet. Ralph said due to his daughter getting married the same weekend, Homer will not be able to attend. Rob will check on Sean and George.

5) New Business:

- Rob Copeland stressed the importance of Convention reports and requested that any outstanding Convention reports need to be submitted ASAP.

Next meeting is Wednesday, September 8 at 8:30PM EST is a board meeting to discuss the budget.

The meeting adjourned at 9:37 PM EST.

Respectfully submitted,

Rob Butcher,
Acting Secretary for this Executive Committee meeting