

U.S. Masters Swimming Executive Committee Conference Call minutes

October 11th, 2011

FINAL

Action Items: **None**

President Nadine Day called the meeting to order at 8:35 PM EDT. Also present were, Michael Heather-VP of Administration, Jody Smith-VP of Community Service, David Diehl-VP of Programs, Ralph Davis-Treasurer, C.J. Rushman - Secretary, Jeff Moxie -Immediate Past President, Patty Miller – Legal and Executive Director - Rob Butcher. Absent: Ed Tsuzuki - VP of Local Operations.

EC Agenda topics:

1) Executive Director's report (Rob Butcher): Our club renewal campaign has renewed 243 of our 744 clubs in the first week. We are in the final steps of signing off on the November/December issue of SWIMMER magazine allowing for on-time delivery. We are reviewing a *SWIMMER* redesign for 2012. An SSL letter campaign is being sent to all our members older than 70. The Tax Relief act of 2010 allows for tax free withdrawal/contributions from IRAs to qualified non-profits for those required to take a minimum distribution. The online sanction application program is complete and in beta testing with the End to End Event Management Task Force. The staff has come up with more than 60 potential business items that support the USMS Strategic Plan. Staff is measuring each line item by the following criteria; impact / benefit in support of the strategy, resources - both personnel and financial - to accomplish the line item, and estimated ongoing cost / maintenance with the line item. Nadine asked if Rob will send the letter for the Minimum Required Distribution to Patty Miller for review, and send the document that staff is working with to the Board.

2) Presidents Report: Nadine sent a note to the Hyatt thanking them. Nadine will be attending the UANA conference next week. We will have Board training at the winter meeting.

3) Legal Counsel Report; USMS has a trademark registration on United States Masters Swimming. We are looking into filing registrations for other versions of the USMS trademark.

4) Past President Report; nothing to report.

5) VP of Communication; Mike H would like to get the different Vice Presidents together and conduct conference calls to discuss how to work and communicate clear consistent messages to the various committees. Nadine reminded the VPs to encourage their committees to submit their minutes for posting to help promote transparency.

6) VP Updates-;

- VP of Community Services – Jody S: The Coaches Committee offers six coaches who write online workouts. Our membership survey revealed the desire from expectant and new mothers to have coaches so the CC will add a seventh coach who will make available workouts for this demographic.
- VP of Programs – Dave D: that all committee chairs and vice chairs (Long Distance, Open Water and Officials) were in place and the committees were almost complete.
- VP of Local Ops – Ed Tsuzuki: Has been working very closely with Nadine and committee chairs on the committee chair and member appointments. Ed has been extremely pleased with the energy, approach and timeliness with which Nadine has attacked this assignment and am convinced this will go a long way in 1) preserving committee momentum post-convention and 2) earn a great deal of respect and alignment with the committee members themselves. All of the committee chairs and vice chairs are in place and almost all of the committee members. Ed is still working out the membership of the LMSC Development Committee with Paige.

Regarding the LMSC Development Committee, as we replaced the chair this year, I have been filling in while Paige gets settled by communicating all of the LMSC survey results, as committed at convention. This has created a whirlwind of communications - both negative and positive, but overall, I have to say that I am very pleased with the (expected) result that the LMSCs are in much better shape than the original results (and non-responses) indicated and with some of the open channels of communication that have been created. I have received (and responded to) at least half of the LMSCs in response to sending out the survey results.

The E2EEM Task Force also continues its momentum with basically the same task force membership as before and we will look to be entering a formal "user acceptance testing" phase as of next week.

7) Treasurer report-Ralph; The FC has approved allowing the 2012 headquarters renovation cap ex budget to be used in 2011.

8) Convention Update Re-Vamp Task Force-CJ; the task force is made up of the following members, Jody Smith, Ed T, Maria Williams and CJ Rushman. The convention wrap up document was sent to the EC, which highlighted five specific comments from delegates about convention. CJ will send out information collected from the 2011 USMS Convention Evaluations that will help support task force recommendations.

9) Task Force Update-Nadine; How many task forces do we currently have? E2EEM – is comprised of the following members; Ed Tsuzuki, Luke Sheehan, and Jim Matysek. The LMSC Board of Review Task Force consists of Rob Copeland, Maria Williams, Laura Groselle, Anna Lea and Patty Miller. Rob B and Jeff M. shared Swimming Saves Lives Committee is comprised of donors who have made minimum \$25,000 commitments or pledges.

10 New Business - none

11) Committee appointment update; Nadine has contacted all about but five people. All Committee appointments slots have been filled.

The Executive Committee goes into Executive Session to discuss Committee appointments at 9:12 PM EDT. The Executive Committee comes out of Executive Session at 9:38 PM EDT.

Next meeting of the Executive Committee meeting will be held on Monday November 7th, 2011 at 8:30 PM EDT.

The meeting adjourned at 9:40 PM EDT.

C.J. Rushman,
Secretary