

**Pacific Masters Monthly Meeting
November 3, 2013**

Meeting was held at Shadelands Center in Walnut Creek, following a workout, stroke seminar, luncheon and talk by Matt Biondi

Call to Order and introductions: The meeting was called to order by Peter Guadagni, Chairman @ 1:45 pm.

Attendees: Many members of Pacific Masters, attending for luncheon and talk by Matt Biondi.

CALL TO ORDER & INTRODUCTIONS

I APPROVAL OF MINUTES OF October 16, 2013 (separate attachment)

Approved as amended.

II OFFICERS' REPORTS

CHAIRMAN - PETER GUADAGNI, report attached

Peter went through accomplishments of the LMSC during the year, as well as summarizing the new organization structure.

REPORT OF THE TREASURER – KILDINE HARMS, report accepted.

Kildine presented the budget for the members' approval. Budget approved.

AWARDS

Pacific Masters officers recognized with swims as awards for them—appropriate to their favorite events....

Contributor of the Year—Cokie Lepinski for her tireless efforts to provide coaching clinics for coaches and swimmers through the year,

Appreciation Winners- All of the USMS Delegates from Pacific. Thank you for giving your time!

Nancy Ridout Distinguished Service awarded to Nancy Ridout—Honored for giving heart and soul to Masters Swimming, and for her many, many achievements in the pool and out of it (records, all American status and ongoing participation at every level in Pacific and in USMS, and awards from all!), with presentations from Cokie Lepinski, Kerry O'Brien and Michael Moore. This award has been renamed for Nancy!

ELECTIONS

Chair - Peter Guadagni

Vice Chair Administration - Jim Clemmons

Vice chair Operations - Phyllis Quinn

Treasurer - Teddy Palmer

Secretary - Lianne Crittenden

Officer at Large – John Morales

BYLAW CHANGES

Approved

Thanks to meeting committee

John Morales, Rich Burns, Teddy Palmer, Nancy Ridout and Maggie Tevis

CLUB ANNOUNCEMENTS

MEMO 400 Kick for Time in December!

ADJOURNMENT

Motion to adjourn at 2:50 pm.

Respectfully submitted,

Leianne Crittenden, Secretary

NEXT MEETINGS:

2014 meetings: Jan. 15, Feb. 19cc, March 19, April 16cc, May 21, June 18cc, July 16, Aug. 20cc, Sept. 17, Oct. 15cc, Nov. 2/9/16 available for Annual Meeting.



Welcome to the Pacific Masters Swimming 2013 Annual Meeting Celebration

Program

9:00am-10:00am Swim Practice

10:30am-11:45am "Underwater Analysis of Elite Freestyle Swimmers and What Masters Can Learn from Them", Stu Kahn, *DAM Coach, 2012 USMS Coach of the Year*

11:45am-12:30pm Lunch

12:30pm-1:45pm Keynote Address by Matt Biondi, Q & A

1:45pm-2:45pm Pacific Masters Annual Meeting Agenda

Year in Review, Chairman Peter Guadagni

Approval of the Budget, Treasurer Kildine Harms

Recognition of Officers

Peter Guadagni, Chair, Michael Moore, VP Administration, Jim Clemmons, VP Operations, Leianne Crittenden, Secretary, Kildine Harms, Treasurer, Caroline Lambert, At-Large, Nancy Ridout, Registrar

2013 Service Awards

Contributor of the Year

Cokie Lepinski

Appreciation Award

Marcia Benjamin

Richard Burns

Chris Campbell

Jeremy Cohen

Susan Dragich

Barry Fasbender

Ali Hall

Rob Heath

Mary Kahn

Stu Kahn

John King

Cokie Lepinski

Bill McCracken

Charlene O'Brien

Kerry O'Brien

Phyllis Quinn

Tom Reudy

Benicia Rivera

Jim Shaw

Linda Shoenberger

Maggie Tevis

Laura Val

Lisa Ward

Jim Wheeler

Craig Zais

Distinguished Service

Nancy Ridout

Elections

Approval of bylaws changes

Club Announcements/Member Comments

2:45pm

Adjournment, Matt Biondi available for comments and photos

Annual Meeting Celebration Committee: John Morales, Chair, Maggie Tevis, Nancy Ridout, Teddy Palmer, Rich Burns



PACIFIC
MASTERS SWIMMING

ANNUAL REPORT
2013



Whether you swim for fun, fitness, personal challenge, camaraderie with your lane mates or all of the above, Pacific Masters' goal is to enhance your experience. The 2013 Annual Report outlines the efforts of the organization's volunteers and contractors on your behalf. 2013 marked the second year that our membership exceeded 11,000. While we are proud of this milestone, most of the credit for this accomplishment goes to our clubs, coaches and members who make Pacific Masters a welcoming community.

This annual report is dedicated to Nancy Ridout, who, after 30 years of service to Pacific Masters, is retiring as our Registrar. To most of our members, Nancy is the face of our organization; to the people who have held leadership positions during her years of service, she has been the heart and soul of Pacific Masters. We may miss Nancy as the person who answers the Pacific Masters' phone but don't worry about missing her as a part of Pacific Masters. She will continue as a member, competitor and volunteer!

Just keep swimming,
Peter Guadagni, Chairman

OFFICERS REPORTS

Chairman, Peter Guadagni



As I complete my second year of service as Pacific Masters Chairman I continue to be honored to hold a leadership position in a large and vibrant organization. We are part of United States Masters Swimming (USMS) in what is called a Local Masters Swimming Committee (LMSC). USMS sets the policies and rules and as an LMSC, Pacific Masters administers those policies and rules in a way that reflects the needs and capabilities of the local adult swimming community. For perspective, our organization accounts for approximately 20% of the USMS membership; we have more members than the next three largest LMSCs combined.

One of our most significant accomplishments of the past year was the way we addressed an issue regarding insurance for open water events. It is a good example of both how USMS and Pacific Masters work together and our local decision making process. As a result of an unfortunate accident during an open water event in another LMSC, USMS insurance rates for open water events increased dramatically for 2013. After significant study and discussion by the USMS national office, Board of Directors, Finance, Long Distance and Open Water Committees a plan was formulated to split the added insurance cost per event between USMS and the LMSC in which the event would take place. The local share of the extra insurance cost for an open water event was \$1,000. Pacific Masters has a long tradition of providing open water swim opportunities in a variety of settings. We did not want to jeopardize a successful and treasured program. At the same time, we didn't think it was right to have our general membership, most of who choose not to participate in open water swims, subsidize the program. Our solution was to ask event hosts to charge an extra \$5 per event participant to cover the added insurance costs. As a result we were able to maintain the program with the participants bearing the increased cost. In retrospect, the solution seems rather simple and common sense. It could have worked out differently, either harming our open water program or unfairly asking non-participants to pay for it. It is a good example of dedicated volunteers working together at the national and local level to find a way to sustain a program.

As alluded to above, a primary function of an LMSC is to enable competition, in the pool and in open water. Largely due to the efforts of our event hosts, Pacific Masters has been able to continue its strong competitive program with an event taking place on 40% of 2013's weekends. For members who wanted additional stroke instruction, multiple clinics were offered in a variety of locations. The availability of the clinics, announcements of the events and reporting of results are all communicated through our website and *The Update*, Pacific Masters' informational email message. To enhance our sense of community a series of feature articles highlighting our members and clubs was started this year. The profile of Nancy Ridout included in this annual report is an example of these features.

Nancy's decision to retire as Registrar is clearly one of the most significant events of 2013. How does an organization replace someone who is irreplaceable? An early decision was to rename the position as the Pacific Masters Office Administrator. This new name is more descriptive of the role Nancy has been filling for some time and reflects the administrative needs of an 11,000 member organization. In addition to the name change, a job scope was created, a search plan devised, resumes were accepted and screened and interviews were conducted. We were fortunate to receive many applications from well qualified candidates, all of who were committed to our organization and passionate about swimming. It was with great pleasure in late August that I introduced Charlene O'Brien as the new Pacific Masters Office Administrator. Charlene has significant experience working with non-profits, including financial administration and supporting the efforts of volunteers.

Pacific Masters has a long history as a successful organization. A key focus for me since I became Chair is insuring we can sustain and build upon that success. We are fortunate to have a few talented volunteers who we rely upon to maintain our programs. In some cases we are too reliant upon them and have not groomed backups or successors who are able to take on their responsibilities. In 2014 we plan to experiment with a new organizational structure composed of larger committees focused on our key activities: pool meets, open water events, communications and support of clubs and coaches. The committees will be accountable for success of our programs within their scope of responsibility and will hopefully develop a broader volunteer base to carry out their charter.

Finally I would like to thank all the volunteers who have contributed to the success of Pacific Masters during 2013. In particular, I would like to recognize the Executive Committee: Michael Moore (Vice Chair of Administration), Jim Clemmons (Vice Chair of Operations), Caroline Lambert (At-Large Officer), Kildine Harms (Treasurer), Leianne Crittenden (Secretary) and Nancy Ridout (Registrar). From advice on day to day financial decisions to the search and selection of an Office Administrator, I have relied on their good will and common sense, knowing that their only concern was the welfare of Pacific Masters.

Vice Chair of Administration, Michael Moore

As Vice Chair of Administration, I served on the Publications Committee to help review the Pacific Masters Communications Plan. The committee decided to move from sending out a newsletter that was inserted into Swim Magazine (the magazine is sent out every other month), to communicating that information in a more frequent email. With the change, we agreed that all the information that had been in the newsletter would be in the web newsletter. This would be done through the popular *Pacific Masters Update* (an email newsletter). The committee decided to put more resources into creating content for the web/email by engaging free-lance writers to write stories. We sent out a mailer to all 2013 and 2012 members of Pacific Masters telling them about our change.



There had been only one meet during the short course yards season, where distance swimmers could swim the 1650. We created a new meet in San Francisco, the City Mile. Six heats of swimmers competed in the inaugural meet. Sixteen meet records were established - certificates were given to all the swimmers who established the records.

During the upcoming year, I will work with the chair to improve our service to our members, including working on the Communications Committee. During the past year, I have enjoyed working with Peter Guadagni, our chair and all the members of the Executive Committee and the PacMasters Committee. I will be stepping down from the Executive Committee after serving on the committee for 15 years. It has been an honor serving on the committee and I encourage all swimmers to consider participating in the work of the PacMasters Committee.

Vice Chair of Operations, Jim Clemmons

The LMSC Vice-Chair Operations (VCO) reports directly to the Chairperson and is the liaison for, and responsible to, coordinate the activities of the following subcommittees: Meet Operations, Open Water, Coaches, Officials, Scheduling and Equipment. The VCO coordinates ad hoc committees as designated by the Chairman and acts/presides in the absence of the Chairman and Administrative Vice-Chairman at meetings should that be necessary. The VCO is also part of the Executive Committee (EC). The EC is delegated the responsibility for conducting essential business of the Committee between regular meetings, provided action taken is reported at the next regular meeting.



Fortunately, due to the great leadership and talent in those particular positions at the present time, this vice-chair mostly just attends the monthly meetings and assists the chairperson, when needed.

I am looking forward to assisting, wherever needed, with the remodeling of the Pacific Masters organizational structure during 2014 and beyond.

Secretary, Leianne Crittenden

As Secretary I attend the meetings and take minutes. The draft minutes are circulated after each meeting to the Board for their comments.

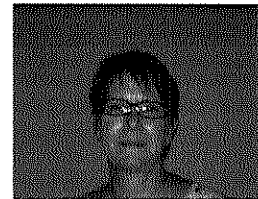
Before the next LMSC Meeting, the revised, marked minutes are circulated so they can be approved at that meeting. Once approved, a final copy is sent to the webmaster for posting on the Pacific Masters website. I am also active in USMS, and am Vice Chair of the Governance Committee, which reports to the USMS Board, and am also a member of the LMSC Development Committee; I am also a member of the USMS Dispute Resolution Task Force.



Treasurer, Kildine Harms

Pacific Masters Swimming Committee LMSC, is a Non Profit Organization 501(c)3 which operates on a cash basis, calendar fiscal year-end and uses QuickBooks Online for record keeping and financial reporting.

My responsibilities are to reconcile bank statements, deposit and reconcile membership revenue, disburse funds keeping track of the organization expenditure against the budget, present monthly financials to the board meeting, setting up a budget, and necessary 1099, IRS and State tax filling. Funds disbursement includes paying contractors, reimbursing members and event host for Pacific Masters covered expenses. While not part of my formal duties I have coordinated travel for the Pacific Masters delegation to the USMS convention. One of the new responsibilities of the PacMasters Office Administrator is day to day bookkeeping for the organization. Over the past month I have been training Charlene O'Brien on the Pac Masters accounting system (QuickBooks Online). I will also train the new Treasurer once elected. It is my plan to be available to answer questions from these two individual on the system and our finances. A large deficit has again been budgeted for Pacific Masters. The deficit is the result of providing surplus funds in the budgets for many of our organization's programs. In a typical year, few if any of the programs are able to spend the money that has been allocated. Pacific Masters continues to have large reserves and by policy we want to encourage committees to use the reserves to plan and conduct quality programs.



During 2013 I was a member of the USMS Finance committee and attended the USMS convention. The 2012 Balance Sheet and the 2013 Budget are included at the end of the reports.

At-Large Officer, Caroline Lambert

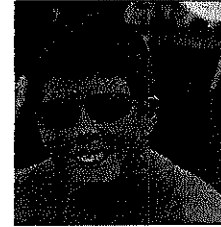
This governance of this organization is in excellent hands and continues to run smoothly, providing many clinics, recreational, and competitive opportunities for its members. Beyond a few very minor issues that required votes, the duties of the Member-at-Large were light, resulting in nothing of substance to report.



COMMITTEE REPORTS

Coaches, Cokie Lepinski

The Coaches Chair position exists to help communicate with, educate, train, support and mentor our Masters coaches in Pacific Masters Swimming.



Communication with our Coaches

193

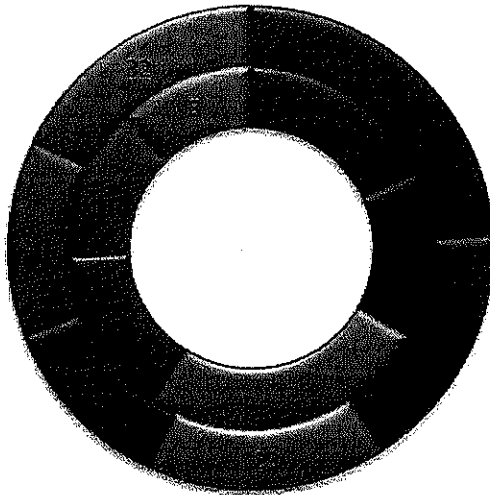
Each month in 2013 we emailed a Pacific Masters Coaches newsletter to the 193 coaches we have in our coaching database. If you want to make sure you are included in the database, simply check with our coaches chair at: coaches@pacificmasters.org.

LMSC Stroke Clinics

We were very pleased to reach our goal of holding six stroke clinics throughout the Pacific Masters region in 2013. Eight coaches were involved in leading these clinics. Each coach had to develop and present a classroom session and a pool session in a stroke. Our lead coaches were: Stu Kahn (DAM), Brian Stack (MAM), Kerry O'Brien (WCM), Scott Williams (RHMS), Mary Kahn (DAM), Tom Reudy (SMM), Cokie Lepinski (NUTS), and Chris Campbell (MVM). A huge thank you to the teams that hosted these clinics, to the coaches that came out to support us on deck, and to the swimmers who were our willing students in the water!

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In the chart below, the inner ring of numbers represents the number of coaches attending the clinic and the outer ring, the number of swimmer participants.  
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Pac Masters 2013 Swim Clinics



- Novato Feb 10th, Breast-Fly
- Albany Feb 16th, Breast-Fly
- Lodi April 21st, Back-Free
- Mtn View May 4th, Breast-Fly
- Mtn View Sept 7th, Starts & Turns
- San Mateo Oct 20th, Back-Free

In addition to the above 6 clinics, we assisted Coach Hermine Terhorst in marketing a small clinic for 7 coaches in January 2013. There was a pool session to learn a freestyle drill Hermine created and this was followed by a Pilates session at Hermine's home.



Scholarships

In the last few years we have offered scholarships to our coaches to attend the annual Pacific Swim Coaches Clinic (January in Napa), the ASCA World Clinic, as well as the USMS-ASCA Coaching Certification Courses Levels 1, 2 & 3. Here is a breakdown of scholarships offered in 2013:

- Two \$100 scholarships awarded for the annual Pacific Swim Coaches Clinic held January 3-6, 2013 in Napa.
- Two \$400 scholarships awarded for the ASCA World Clinic, New Orleans, September 2013
- Eighteen \$225 scholarships awarded for the USMS Level 3 Coaches Certification Course September 2013
- One \$170 scholarship awarded for the USMS Level 1 & 2 Course (held at Convention)

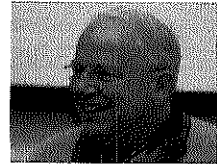


Closing

It has once again been an honor and a privilege serving as Coaches Chair. While I am stepping down, I am not stepping out and will continue to stay active with Pacific Masters LMSC. Thank you all for your guidance, your support and your friendship.

Communications, Michael Moore (Web Master)

The PacMasters web site continues to be a major communication vehicle in getting information to our members. We have seen the daily bandwidth increase over the past year. At the beginning of the year we averaged 215MB/day; however, in the last month it has increased to 350MB/day.



For our Championships, we have arranged with our main Hytek contractor to upload heat and event results to the net upon completion of the event. This has increased our daily bandwidth during the Championships, as our swimmers are able to immediately download their splits.

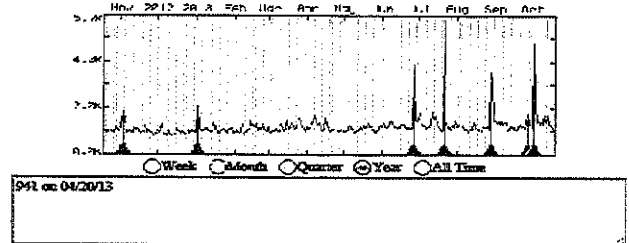
A recent occurrence is the increase of smart phone accessing the website. Windows users account for 57% of the web access, Mac users 17% and now smart phones account for 14% of the web access. I am working on a major revision of the website. Included in the revision is a new base template so that smart phones and tablets receive webpages that best fits their device.

The PacMasters Update email blast went out 37 times to the general membership in the past year. The coach's edition (written by Cokie Lepinski) was sent out ten times over the past year. Every swimmer who joins Pacific Masters is automatically subscribed to the email. Swimmers are easily able to opt out if they want. The open rate is about 27% which is way above the average non-profit newsletter rate of 20%. Currently there are just over 17,400 on the email list.

This year, we have included extra articles in the Updates about PacMasters clubs and PacMasters Swimmers. This year we have had articles about swimmers Glenda Carroll, Dave Hale, Phil Bowen; and articles about Sierra Nevada Masters, Cal Masters and Fremont Hills Masters.

Overview for Our Web Site

How have visits to my site changed over time?



- Sources of Visitors
- Popular Content
- Visitor Demographics
- Site Design and Planning
- Improving Site Usability
- Finding Site Problems
- Bandwidth Usage
- Other Details
- Program Status
- Menu of Reports

How many visits has my site had?

	Visits	Bytes
Total (718.00 days)	783,737	150.9G
Daily		
Peak on 07/22/13	5,770	1,197.3M
Peak on 07/09/12	1,090	214.85M
Average	1,090	214.85M
Recent Average	1,595	348.09M
Monthly		
Average	33,246	6,593.3M
Recent Average	48,622	10,616M
October 2013	29,915	6,629M
September 2013	37,530	8,218M
August 2013	38,394	9,401M

Monthly Averages

	Monthly	Average	Recent
Visits	33,246	↑↑	48,622
Bytes	6,593.3M	↑↑	10,616M
Pages	59,614	↑↑	87,701
Hits	142,069	↑↑	190,284
Errors	3,371	==	3,332

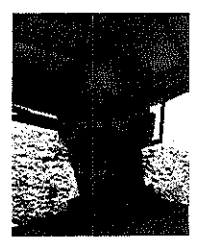
Where can I look for more information?

Where do my visitors come from?

Overall	
49.13%	Referring Domains
30.39%	Search Engines
0.00%	Campaigns
3.52%	Embedded Graphics
0.96%	Failed Referrals
Referring Domains	
28.25%	mail.yahoo.com
19.81%	openwaterpacific.org
14.07%	esms.org
3.87%	openwaterpacific.com
2.93%	facebook.com

Equipment, Rob Heath

The equipment owned by Pacific Masters to support Open Water and Pool competitions consists of a trailer and several hard cases.



The Open Water trailer contains turn and location buoys, finish arch, safety paddle boards, bottom anchors for the buoys, and is tastefully adorned externally with full size photos of various open water events and participants. The Pacific Masters name is prominently marked on the trailer as well. The trailer is stored annually from October to May while not used by the open water organizers. This year, the trailer will be stored in Vallejo at the Extra Space Storage facility, which allows us to offer a centralized location for the first and last users of the trailer during the open water season. All buoys were filled and tested for leaks during the Manatee 2 x 1. None were found to leak, though we do have a significant shortage of plugs for the buoys.

Maintenance needs for the trailer during the coming off-season include, purchasing or making several new anchors and purchasing a new pump and plugs for the buoys. The style and manufacturing methods for the anchors are open to discussion, as we have several options available to us.

We also have 2 hard cases for pool events. These cases hold the hand-held stop watches, deck signage, walkie-talkies and safety vests. The cases are kept at the Equipment chair's home during the off season

and between events, when not shipped directly from meet to meet. When they are shipped from meet to meet, we have a FedEx account which we offer to the meet directors to cover the shipping costs. The cost to Pacific Masters is usually around \$40 per shipment. This year we replaced 10 of the failing watches with new watches of the same model, the Accusplit 601x.

One problem we keep having is that when the watches are being put back into the case for shipping, they need to be placed in the slots inside the boxes very carefully, as they are inadvertently being turned on for shipment. As a result, the subsequent meet director is finding many of the watches inoperable. The start/stop buttons are on the top of the watches, and need to be inserted into the slots without starting the watches. The meet directors need to be reminded of this issue. There is no immediate need for maintenance on the cases at this time.

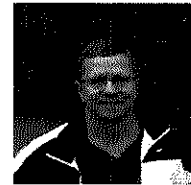
Hospitality, Marcia Benjamin

The Hospitality Committee organizes meals at our bi-monthly non-conference call meetings, stores supplies, and provides hospitality at our Open Water clinics. PacMasters Swimming believes that if you generously donate your time to attend our meetings, we should at least feed you to show our appreciation! Come to our meetings in Walnut Creek, five times a year, and join us for a delicious dinner.



Legislation/Rules, acting chair Peter Guadagni

During the past year an Ad Hoc Governance committee explored potential changes in Pacific Masters organizational structure. The committee's goal was to recommend a structure that would improve the efficiency of Pacific Masters operations along with facilitating volunteer recruitment and back up and succession plans. The committee recommended the current structure, where several elected officers have minimal operational responsibilities, be replaced with a new executive committee structure where 4 elected Vice Presidents will be accountable for Pacific Masters key activities: Pool Meet Competition, Open Water Competition, Coach and Club Support and Communications. Implementing this new structure requires significant revision of the organizations by laws. The Pacific Masters committee decided to test the new structure using the current rules before changing our formal bylaws. Peter Guadagni, Cokie Lepinski and John Morales served on the Ad Hoc Governance Committee. Two minor Bylaw revisions are being considered at the annual meeting. One changes the Registrar to be an ex-officio, non-voting member of the Executive Committee. This follows the USMS precedent where individuals receiving compensation from the organization do not have voting rights on the organization's decisions. The other change regards the grievance procedure to keep certain definitions consistent with the relevant section of the USMS rule book.



Marketing/Public Relations, Rich Burns

Marketing aims to provide promotional, communication and outreach to the general public and to members. Early in the year we supported the annual registration campaign with communications to members and clubs.

Another major initiative was the promotion of the Annual Celebration. While well received the past two years, this gathering was not getting the attention and capacity attendance it deserved. We launched an aggressive communications program that has resulted in widespread awareness and an oversubscribed meeting.



We also continue to pursue a program to gather contact information of local media outlets for purposes of distributing press releases under the auspices of Pacific Masters Swimming.

Meet Operations, Barry Fasbender

Sanctions and Recognitions - We sanctioned or recognized a total of 24 pool events in 2013 (an increase of four events over 2012). This included the sanctioning and evaluation of 10 SCY meets, two LCM meet, five SCM meets, four postal events, and one training camp. The sanctioned meets included the PacMasters championships for all three courses. We also recognized two Senior Game meets.



Pool Length Certifications - This year we had to measure nine pools. Each year we must confirm the pool length before and after each session for bulkhead pools. This was done this year for the TOC, CALM, MVM and SAC meets, and also for the Bay Area Senior Games. We also measured the following new venues and refurbished venues: Quinn Aquatic Center at Santa Rosa Junior College, The City College of San Francisco, the USF pool, the Gunderson High School 50m course.

New Pool Sanction Process - We have been using the new USMS online sanction request system for pool events for the entire year including the USMS numbering system for sanction numbers. The requestor has the ability to upload the Event Information document and a Safety Plan. Once an event is approved, it is automatically added to the USMS calendar of events. All sanction requests are saved on the USMS website providing a historical record of all our sanctions and recognitions.

Goals for 2014 - Our goals for 2014 include:

- Update Meet Directors Guide to include the procedures for using the new USMS online sanction request system.
- Implement the new reorganization of the PacMasters committee. This includes having more individuals involved in all aspects of putting on pool events so that more of the responsibilities can be shared. Also, designating and training someone to backup each person performing a function of putting on pool events.
- Upgrade all Hy-Tek Meet Manager Licenses to version 5. FastLane Tek provides the service of running Meet Manager for most of our meets. This services is subsidized by PacMasters. However, the meet host is required to have a license for Meet Manager.

Officials, John King

2013 in review:

- 1) While our base of officials remains intact and involved in our meets, our need to grow the base continues and new ways to recruit will be explored in 2014. This is a common topic among officials across the nation as we discussed it again at convention this year. Officiating remains a volunteer activity (which I prefer), but the heavy demand may be giving volunteers a second thought. There was some discussion at convention regarding some form of compensation to attract and retain officials.
- 2) USA meets has been a good venue for recruiting and a couple of new officials want to be added to the Masters Officials roster to be called for upcoming meets. USA clinics that I have instructed have also been a good place for recruitment for Masters meets.
- 3) Our alliance with USA officials continued to grow in 2013 and for both the SCY championship and SCM championship we had several USA officials attend and contribute to our meets.
- 4) A Masters testing and certification process at the USMS level continued in its development. We should see progress in testing of the process throughout the 2014 year. Pacific has several components of a testing and meet tracking process that we have developed that are further along; we continue to offer them up to the national level for review.



5) At convention this year I signed up for another term on the USMS Officials Committee, additionally I signed up for the Rules Committee.

Open Water, Phyllis Quinn

Pacific Masters swimmers are very fortunate to have very experienced and passionate people to run the Open Water events. It was a pleasure to work with each of the seven race directors/committees who put on the 14 different events during the 2013 season.



The Open Water season opened with new rules regarding motorized water craft and insurance coverage. Pacific Masters was charged \$1000 for each sanction open water event. The Pacific Masters Committee addressed the increased insurance cost in two ways. First they agreed to pay upfront the additional cost of insurance for sanctioned events. The race directors charged an additional \$5.00/swimmer to help offset the insurance cost. This fee was then remitted to Pacific Masters treasurer. Privately owned motorized water craft needed to have a propeller guard in place and show proof of insurance to participate in an open water event.

The race directors submitted the sanction documentation using the USMS online system. The Pacific Masters Open Water Sanction Chair reviewed these documents. The documents then received additional review from the USMS Open Water Compliance Officer. This process increased the safety factors for our Open Water Swims.

For the 2014 season, I would like to develop a submission schedule for the event information that was previously presented to swimmers in the newsletter. If the calendar permits, I would like to continue the very successful Open Water Clinics. The one mile swim at Lake Berryessa will have the honor of hosting a National Championship swim. The results for the open water swim need to be sent in two different formats for posting on the web site and for calculation of the open water points. This formatting of the results needs to be communicated with the timing vendor used to compile the results. Below is the number of master swimmers in each of the events:

Name	2013 Number of Swimmers
Spring Lake	134
Lake Berryessa	269
Lake Del Valle Festival	296
Santa Cruz Pier	341
Cruz Cruise	87
Donner Lake	378
Hot August Chill	Not held in 2013
2x1 Relay	205
Lake Whiskeytown	135
Keller Cove	117

Registration, Nancy Ridout

Membership in 2013 reached another record high - 11,259 swimmers and 133 clubs. 5,832 of our members were men and 5,434 were women. In 2012 our membership stood at 11,091 and 128 clubs: 5,651 men and 5,440 women. Pacific Masters comprises approximately 20% of the total USMS membership. Our region extends from the Oregon border, south to north of Bakersfield (except for San Luis Obispo), and east to Reno, NV.



The Pacific Masters Office was created in 1983 and encompasses the registration, top ten and records, video library, preparing the agenda and committee reports for each Pac Masters monthly meeting, responding to email requests for information, and providing information and answering questions by phone.

The job has changed over the years since I became the Pacific Masters Registrar. Today registration is automated, electronic, and less labor intensive in many ways. But some things don't change. The Registrar is the face of our organization and has the greatest opportunity to interact with the membership. In 1983, then Chairman Verne Scott, created a Pacific Masters Office that centralized our operating functions including registration, top ten, records, video library, and communication that I was chosen to manage. This far-sighted idea has proved to be instrumental in our success by having one place to which members, clubs, and others interested in our program can bring their questions, suggestions, and inquiries.

The Registrar prepares the registration materials for clubs and swimmers and distributes it in a timely manner that coordinates with the USMS registration year, manages the membership rolls, processes paper registrations, sends out cards to each member, arranges for paper invoicing of past members who haven't renewed by March, banks registration checks, submits monthly reports to the PacMasters Swim Committee, and other reports as requested. The Registrar supports each officer, committee chair, and club with data and information requested.

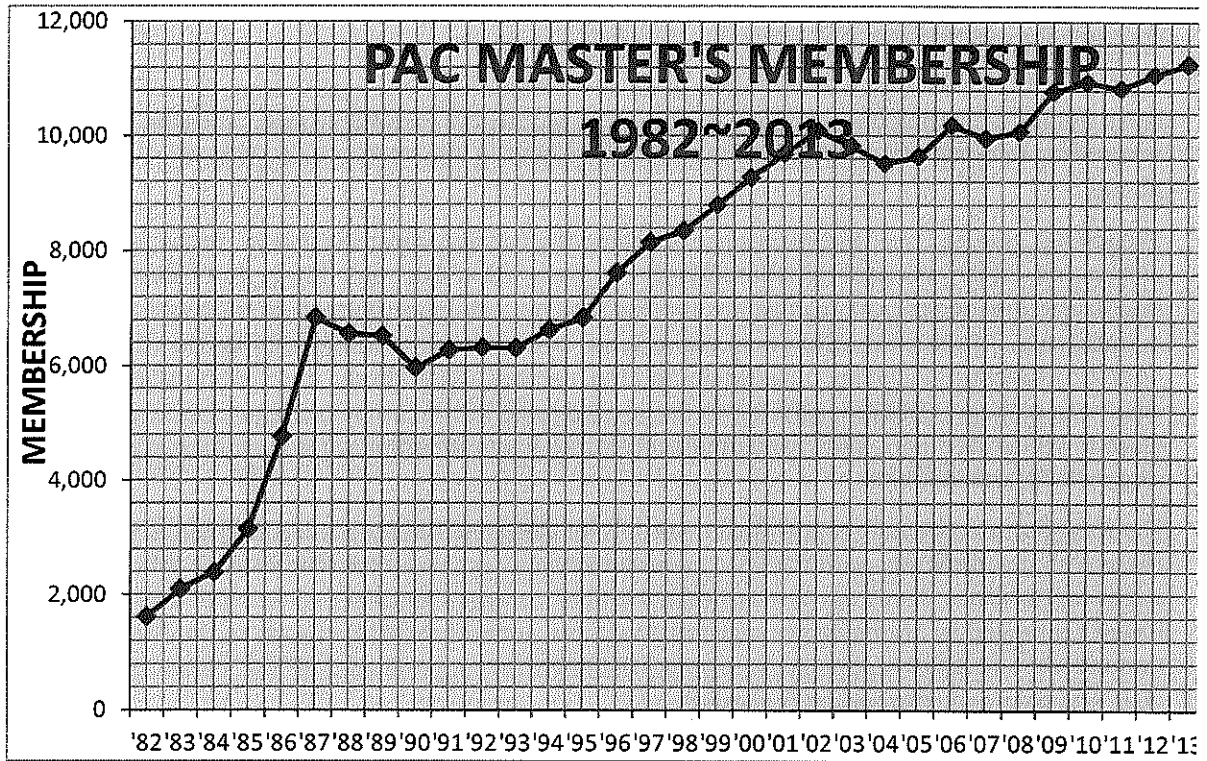
This year I served as part of the search committee for a new Office Administrator (formerly Registrar) and you will be in good hands with the person we selected to manage the PacMasters Office in the years ahead. Charlene O'Brien will serve you well but she's been on the job for 30 days, not 30 years. It will take some time for her to be thoroughly familiar with every aspect of this job and I know our clubs and members will help her in every way they can.

Pacific Masters Swimming would not have achieved the success we enjoy without the passion, enthusiasm, and dedication of our volunteers, coaches, and members. Our clubs determine our success or failure. We can market our product and toot our horns but without the clubs and coaches that provide what our members want and the typical camaraderie of the swimmers found on these clubs, we would not be successful. Pacific Masters tries to provide a program that appeals to many levels and interests; our clubs provide input and leadership in communicating these opportunities to their members and encouraging them to test their skills.

Thank you all for making this job the best one I could have wished for! You've kept me on my toes, showed support, and made excellent suggestions. The reason I'm retiring is not because I'm tired of my job, nothing could be further from the truth. The reason is a new opportunity to which I'm eager to give my full attention. I was blessed with a granddaughter last December and my husband and I have provided childcare for her three days a week since May. Now we'll be blessed again with another granddaughter this December and the opportunity to be part of their lives is one I don't want to pass up.

Again, thanks to each and every one of you for helping to make this job another opportunity I couldn't pass up. I've greeted each day excited to perform my duties and help you all be successful.

Below is a graph illustrating our growth since 1982.



Scheduling, John Morales

Pacific Masters Swimming is fortunate to offer a large variety of pool events, open water swims, and clinics to members each year. It is the Scheduler's job to insure that these events do not conflict with each other and to allow the greatest opportunity of participation possible. The 2014 schedule offers 19 pool events and 8 open water events. Pacific Masters is excited to have the USMS Short Course Yards Nationals Meet at Santa Clara next year. This is annually the largest swim meet in USMS. Thank you to all hosting teams.



2014 Pacific Masters Swimming Schedule

1/1-2/28	John Steiner Memorial Mile/TAM 1650 Postal	6/7	DAM Lake Berryessa Swims
1/11	SRM Flower Power Meet	6/27-6/29	Pacific Masters LCM Champs
1/25	TOC 1500 Meter Mile	8/2	Santa Cruz Pier Swim
2/9	USF Valentine's Meet	8/3	Santa Cruz Cruz Cruise 2 Mile
2/22	Salinas Splash and Dash	8/8-8/9	DAM End-of-Summer Splash
2/23	Pac Masters City College Mile Meet	8/14-8/17	USMS LCM Nationals, U of MD
2/28-3/2	WCM Intensive Training Camp	8/16	SNM Donner Lake Swim
3/9	Cal Masters Spring Short Course Meet	8/23	MAAC Summer SCM Meet
3/15	Rinconada Spring Meet	8/23	MAM 2 by 1 Relay
3/28-3/30	Pacific Masters SCY Champs	9/7	Whiskeytown Lake Swims
4/5	Las Positas College Hawk Relays	9/17-9/21	USMS Convention, Jacksonville
5/1-5/4	USMS Santa Clara Nationals	10/5	Sac Masters Sprint Penthalon
5/17	Redwood Coast Spring Lake Swims	10/10-10/12	Pacific Masters SCM Champs
5/31-6/1	Tri Valley Del Valle Open Water Festival	November	DAM Brute Squad Postal

Top Ten/Records, Nancy Ridout

The Top Ten and Records Chair is responsible for compiling a Pacific Masters Top Ten, submitting it to the Web Master for posting on the PacMasters web site, submitting it to USMS for inclusion in the USMS Top Ten by the course deadline, and submitting any applications for record-breaking World or National swims to USMS in a timely manner. This has been done and all records have been approved with the exception of those for whom no proof of age was furnished.

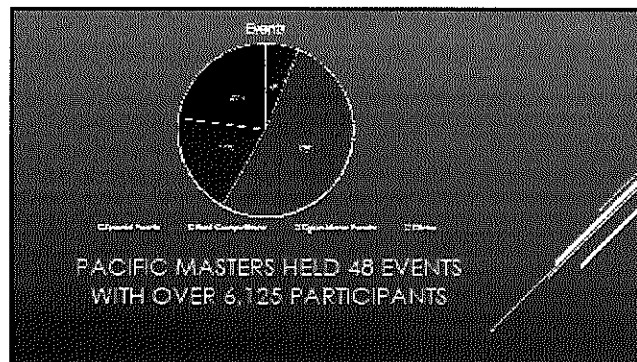
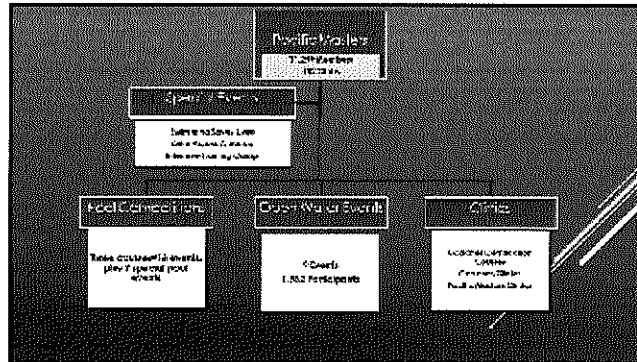
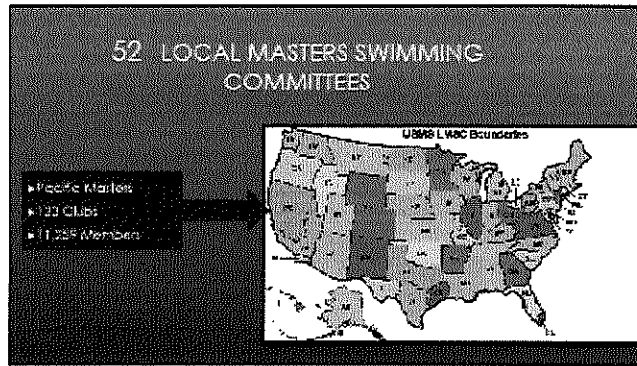


The Top Ten Chair also compiles the Pacific Masters Records for each course and sends them to our meet computer providers for determining PacMasters record-breaking swims.

The short course yards season runs from June 1st through May 31st, the long course meters season runs from October 1st through September 30th, and the short course meters season runs from January 1st through December 31st for reporting purposes.

UNITED STATES MASTERS SWIMMING

Over 55,000 participants



A Job Well Done
Nancy Ridout — Tamalpais Aquatic Masters

By Tito Morales, a freelance writer and the author of the literary fiction novel *Forward Swim*



It's the end of an era.

As Nancy Ridout's 30 year career as Registrar for Pacific Masters draws to a conclusion, she is filled with a variety of memories and emotions.

"There has never been a day when I did not wake up and want to go to work," she says.

Nancy has been such a fixture in Northern California that most assume she must be a Bay Area product. In actuality, she grew up in Toledo, Ohio, where she first fell in love with competitive swimming, and attended the University of Michigan. In Ann Arbor, she swam and played water polo, earning AAU All American status in the latter as part of a team that captured three national championships.

In the mid-1960's, graduation from college generally closed the book on athletic aspirations — and such was the case with Nancy.

"I figured that was the end of my swimming," she says.

Nancy went to graduate school in New York City at the Union Theological Seminary. It was there where she met her husband, George, who, like Nancy, was immersed in religious studies. When George was accepted into the Graduate Theological Union and UC Berkeley, they jumped at the opportunity to move "We bought a car off the streets for \$75 — a Studebaker," she says. "We packed all of our worldly goods and our kitten, and we drove across the country."



The Ridouts initially settled in San Anselmo, but later moved to Novato. Both pursued careers in education, with Nancy teaching high school until the birth of their two sons, Joe and Josh.

Nancy's return to the pool was unexpected. She read a notice in the local newspaper about how a swimming program geared toward adults was starting up in neighboring Marin.

"It was really exciting for me to think that I could swim again," she says. "I didn't have any ideas about competing. I just wanted to get fit."

The coach was Don Swartz, who was pulling double duty with the Marin Aquatic Club age groupers and the fledgling MAC Masters team, the genesis for today's Tamalpais Aquatics.

Months after her return, MAC was set to host its first ever meet and Swartz asked Nancy to participate. When she declined, he said, "But you're the only one who can do butterfly. Can't you just do a relay and swim butterfly?" After more cajoling, she finally agreed. Predictably enough, it was only a matter of time before Swartz, a motivational guru, persuaded her to do a few more events — "since you're going to be at the meet anyway..."

"I got hooked," Nancy recalls. "It was a lot of fun."

A steady stream of records, All American and Top Ten honors followed.

Nancy's foray into the administrative side of Masters swimming was just as serendipitous. A few years after her return, she was the meet director of another competition. Gail Roper, whose prowess in the pool is legendary, showed up at the meet.

“Here,” Roper said, placing a large box stuffed with blue and pink cards on a table in front of Nancy. “I’m leaving the country. These have to be organized, typed up and sent in for the Top Ten.”

Nancy had no clue what Roper was talking about, but it soon became apparent that she had less than two weeks to figure it out — which she did, with the help of a few teammates.

“At that point, I guess, I became *the* Top Ten person,” Nancy says, laughing.

From there, her duties with Pacific Masters and USMS began to flourish. Nancy attended her first national convention in 1982 and, a year later, she was appointed Registrar.

In no time at all, the woman who had to be coaxed into rounding out an inconsequential relay would become involved in the sport at the club, local and national level. She would go on to serve as Secretary, Vice-President, Marketing Chair and even President of USMS — and, in 1994, her tireless efforts earned her the prestigious Ransom J. Arthur Award.

Nancy’s tenure as Registrar has coincided with explosive growth at Pacific Masters. In 1983, the organization had 2,096 registered members. By 2012, that number had swelled to 11,073, easily making it the largest Local Masters Swimming Committee in the country.

As word has begun to spread about Nancy’s retirement, the response has been perplexity tempered with concern.

“The reaction I’ve gotten from people who know I’m going to retire is they think you’re going to disappear,” she says. “That’s not the way I figure it.”

The simple truth is she wants to take more of an active role with the upbringing of her grandchildren — Sierra, born last year, and a new baby who is due this December.

“I hadn’t thought at all about retiring,” she says. “It’s funny what grandchildren can do to you. I didn’t understand the bonding or the wish to be a grandparent — but now I do.”

Swimming, of course, will always be a part of Nancy’s life, and she will look back upon her years as Registrar with a great deal of fondness

“I really have loved my job,” she says. “It’s a job that seemed to be perfect for me, and I was in the right place at the right time.”





**Pacific Local Masters Swimming Committee
Balance Sheet**

	As of Sep 30, 2013	As of Sep 30, 2012
ASSETS		
Current Assets		
Bank Accounts		
15 Wells Fargo Checking Account	\$ 17,936	\$ 26,359
16 Wells Fargo Saving Account	241,280	131,049
25-9670 Mission National Bank Operating Account	4,245	5,550
26-0370 Mission National Bank Business Account	2,536	79,023
61 MNB CD 0187416050 - 07/2015	41,710	41,710
	<hr/>	<hr/>
Total Bank Accounts	307,708	283,691
	<hr/>	<hr/>
Total Current Assets	307,708	283,691
	<hr/>	<hr/>
TOTAL ASSETS	\$ 307,708	\$ 283,691
LIABILITIES AND EQUITY		
Liabilities		
Total Liabilities		
Equity		
3000 Operating Bal Equity	14,989	14,989
3900 Retained Earnings	278,238	283,008
Net Income	14,481	(14,305)
	<hr/>	<hr/>
Total Equity	307,708	283,691
	<hr/>	<hr/>
TOTAL LIABILITIES AND EQUITY	\$ 307,708	\$ 283,691
	<hr/>	<hr/>



**Pacific Local Masters Swimming Committee
FY2014 BUDGET**

2014 FEES			
	PacMasters	USMS	TOTAL
Individual	15.00	35.00	50.00
Reduce Fee after Sept 1st	10.00	30.00	40.00
Club	30.00	25.00	55.00
Club Prior to 10/31	20.00	25.00	45.00
TRF	n/a	2.00	2.00

	FY 2012 Actual	FY 2013 FORECAST	APPROVED 2013		PROPOSED 2014		2014 Notes
			Budget	Budget	Budget	Budget	
Income							
100 Registration	159,955	178,001	171,000	171,000	180,000	11,000 Members @ 15, 125 Clubs @ \$30/\$20, plus donations	
100 - A Pacific Masters	32,423	33,940	55,988	55,988	39,900	10% members pass through to USMS offset by expense (acct #500)	
100 - B USMS	2,250	3,100	2,400	2,400	2,550		
200 Sanction Bond Deposits	12,487	23,765	15,450	15,450	25,200	OW Clinic/ OW Insurance, Meet fees and Meet Management fees - offset by expense	
300 Event and Other Income	455	229	750	750	250		
400 Interest	207,569	239,034	245,588	245,588	247,900		
Total Income	\$ 207,569	\$ 239,034	\$ 245,588	\$ 245,588	\$ 247,900		
Expenses							
1000 Office	18,251	19,212	23,936	23,936	26,000	Postage, Renewal Notice, Supplies (increase for new admin office set up)	
1050 Publications	2,720	6,964	15,100	15,100	6,100	Feature articles of website, updated/annual report	
1100 Web Site	2,333	3,384	14,142	14,142	14,200	Carry over unspent from 2013	
1200 Chairman	143	928	2,100	2,100	2,100		
1450 Treasurer	1,580	1,031	1,780	1,780	1,800		
1500 Coaches	6,517	11,016	15,900	15,900	15,900	Napa, Asca World and Stroke Clinics for Coaches	
1550 Committees	427	1,789	800	800	800		
1700 Officials	18,137	21,676	6,600	6,600	6,600	Sand one official to each Spring and Summer Nationals	
1750 Sanctions/Meet Operations			14,400	14,400	27,100	Meet Mgmt Fee offset by Income - 4x\$600 Tall score board for	
1950 Marketing/Publ. Rel.	2,258		1,600	1,600	1,600		
2000 Open Water Exp	3,624		26,496	26,496	27,600	OW Clinic/Trailer/Safety Equipment	
2050 Awards	7,981	11,053	7,900	7,900	5,900		
2100 Other Items	16,249	50,586	21,910	21,910	25,000	Hospitality for Monthly and Annual Meeting/Support for new clubs/dry land clinics	
500 USMS Dues	34,177	33,204	56,962	56,962	41,100	Pass through from Revenue Acct # 100-B plus Over 85 years old members	
600 Sanction Refunds	3,113	1,125	2,700	2,700	2,700		
700 Contracts	65,076	77,219	78,144	78,144	60,000	Office Admin, end contract	
900 Convention	29,772	23,482	31,440	31,440	51,500	32 Delegates to Florida	
Total Expenses	\$ 212,338	\$ 266,569	\$ 321,910	\$ 321,910	\$ 316,000		
Net Income	\$ (4,769)	\$ (27,535)	\$ (76,322)	\$ (76,322)	\$ (68,100)		

Pacific Masters 2013 Award Winners

Service Awards

Contributor of the Year Cokie Lepinski

Distinguished Service Nancy Ridout
(Renamed the Nancy Ridout Award, 2013)

Appreciation The 2013 PacMasters USMS Convention delegates: Marcia Benjamin, Richard Burns, Chris Campbell, Jeremy Cohan, Susan Dragich, Barry Fasbender, Ali Hall, Rob Heath, Mary Kahn, Stu Kahn, John King, Cokie Lepinski, Bill McCracken, Charlene O'Brien, Kerry O'Brien, Phyllis Quinn, Tom Reudy, Benicia Rivera, Jim Shaw, Linda Shoenberger, Maggie Tevis, Laura Val, Lisa Ward, Jim Wheeler, Craig Zais



Swimmers of the Year

18-24 Luane Rowe, TVM, Tim Richard, MAAC
25-29 Laura Davis, WCM, Brett Bannan, MELO
30-34 Sarah Groskopf, BAC, Robert Bogart, SCSC
35-39 Andee Bell, WOOD, Marco Lopez, BAY
40-44 Alison Zamanian, WCM, Yan Cardineau, SRM
45-49 Laureen Welting, TOC, Jeff Enright, SMM
50-54 Marguerite Meyer, TOC, Ken Ericsson, RHMS
55-59 Phyllis Quinn, TOC, Robert Heath, MAM
60-64 Laura Val, TAM, Jim Clemmons, MAM
65-69 Daniela Barnea, STAN, Richard Burns, TAM
70-74 Susan Munn, DAM, Richard Todd, TCAM
75-79 Barbara Callison, RINC, Barry Fasbender, STAN
80-84 Ann Hirsch, WCM, Ashley Jones, AAM
85-89 Dixie Germolus, WCM, August Motmans, AAM
90-94 Howard McKinley, TOC
95-99 Audrey Etienne, SMM

Pacific Masters Coach of the Year

Tom Reudy, San Mateo Masters



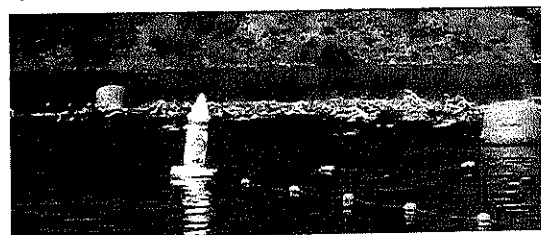
Open Water Points Competition

Non-wetsuit

18-24 Elizabeth Richter, UNAT, Wyatt Butler,
25-29 Ellie Adelman, TEME, Yutaro Sano, CRUZ
30-34 Danielle Becks, TOC, Craig Gawlick, MVM
35-39 Bonnie Benjamin, USF, Holden Hardcastle, BAY
40-44 Cynthia Hertzner, CRUZ, Dean Atchison, USF
45-49 Lynn Jolly, TOC, Kurt Oeler, TOC
50-54 Kimberly Elsbach, DAM, Aaron Houston, UNAT
55-59 Phyllis Quinn, TOC, Sandy MacDonald, SMST
60-64 Laura Val, TAM, Joel Wilson, CRUZ
65-69 Glenda Carroll, TAM, Chuck Kight, RAMS
70-74 Kate Coleman, USF, Richard Burns, TAM
75-79 Dot Myers, SAC, Louis Stoddard, WCM
80-84 Ann Hirsch, WCM, Don Brown, WCM

Wetsuit

18-24 Jenalea Cree, CRUZ, David Momont, SRVM
25-29 Kourtney Imburgia, TEME, Zachary McCutchen, LODI
30-34 Emily Corwin, ECAM, Adam Carlson, TEME
35-39 Kim Prohaska, SNM, Kevin Toumajian, UNAT
40-44 Kimberly Pierpont, TVM, Philip Pierpont, TVM
45-49 Lisa Ward, WCM, Jay Bedsworth, TOC
50-54 Tracey O'Hare, UNAT, George Giles, VACA
55-59 Diana Teeter, SRM, Peter Kao, STAN
60-64 Jacklyn Litman, BAY, Steven Elias, UNAT
65-69 Tony Tuttle, RPM
70-74 Arthur Krener, SERC
75-79 Donald Ingalls, MVM



USMS Dorothy Donnelly Service Award

Kildine Harms
John Morales
Phyllis Quinn

USMS Kerry O'Brien Coaching Award

Marcia Benjamin, MEMO
Michael Kazek, CMAC
Tom Reudy, SMM

