

MINUTES OF THE PLANNING COMMITTEE
Thursday, September 24, 1987
9:00 - 12:00

Minutes prepared by Hugh Moore and Gail Dummer.

1. Roll call. Committee members present included Kathy Casey, Barr Clayson, Gail Dummer (Chair), Dan Gruender, Ted Haartz, June Krauser, Hugh Moore, Peter Mullen, Jennifer Parks, Bill Weir, Lynne Weir, and Kris Wingenroth. Committee member Verne Scott was absent. Sixty-five non-voting members attended the meeting.

2. Communications

a. Communication with the YMCA. An ad hoc committee comprised of Mel Goldstein (Chair), Pat Sengstock, and Dorothy Donnelly studied this issue. Many USMS swimmers participate in the "Y" Nationals and would like their times to be considered for top-10 and records. In the past, "Y" Nationals haven't always conformed to relevant USMS rules and standards. The Planning Committee agreed that USMS should continue to encourage communication with the YMCA.

MSC - USMS should offer a delegate-at-large position to a member of the YMCA Competitive Swimming Committee in exchange for a USMS delegate position on the YMCA committee.

✓ MSC - USMS will continue to make overtures to the YMCA to develop open lines of communication.

✓ MSC - The USMS Registration Committee shall consider adoption of a form to be used by the official observers at approved meets.

b. Evaluation of USMS publications. An ad hoc committee comprised of Barr Clayson (Chair), Ted Haartz, Betsy Durrant, and Joe Coplan evaluated the USMS Newsletter, the Guide for LMSCs and Clubs, and the LMSC Informational Packet. The recommendations of the ad hoc committee for improvements to these publications have been accepted by those responsible. The Planning Committee was opposed to enhancements to the USMS Newsletter (e.g., color) which would substantially increase the newsletter cost.

MSC - The Planning Committee shall accept the report of the ad hoc committee on evaluation of USMS publications.

- c. Press releases. An ad hoc committee comprised of Hugh Moore (Chair), June Krauser, Kim Hansen, and Rich Burns developed recommendations concerning which USMS activities are worthy of press releases, guidelines for press releases, and a list of those to whom press releases should be sent. In addition, sample press releases and suggestions for implementation of the report were presented. Suggestions from the floor included adding the ISHOF to the list of press release recipients, developing releases about special awards at nationals, and developing a scrapbook of example releases to be shared annually with convention delegates.

MSC - The Planning Committee shall accept the report of the ad hoc committee on press releases with the addition of suggestions made from the floor and shall refer the report to the Marketing Committee for implementation.

- d. Should non-USMS publications be "official?" After a brief discussion, the Committee voted (MSC) to table this issue for consideration by next year's Planning Committee.
- e. Communication between the President, Executive Committee, and Board of Directors between conventions. The concensus by all committee members and all others in attendance was that communication during the past year has been excellent and that there is no need for improvement.

3. Review of USMS Organizational Structure

a. Revision of committee descriptions

1. General concerns. In our review of organizational structure, committee members noted some poorly developed committee descriptions in the USMS Code. This observation was communicated to the Executive Committee for consideration.
2. Revision of the Planning Committee description.

MSC - The following proposed description should be forwarded to the Legislation Committee for action: "The Planning Committee shall consist of a chairman, appointed by the president for a two-year term, and a minimum of eleven members who represent a broad range of experience in all aspects of the Masters Swimming program. The committee shall develop long range plans, goals and objectives related to the vitality and quality of the Masters Swimming program, and shall

recommend appropriate projects, policies and priorities in response to issues which impact USMS programs. In addition, the committee shall conduct periodic reviews of the organizational structure and, when appropriate, shall suggest changes designed to enhance communication, efficiency and productivity."

- b. Liaisons to USS, FINA, and MSI. The functions and appointment procedures for each of these liaisons were discussed. Because the Committee wished to ensure that USMS delegates, liaisons, etc. to MSI and FINA are present at the USMS convention to share information, the following motion was MSC and referred to the Legislation Committee.

*Masters
Sw. Comm.* MSC - Any officer or committee member of either MSI or FINA who is a USMS member shall be an at-large delegate of the USMS House of Delegates.

- c. Future of the USMS National Office. Dot Donnelly described the current functions of the USMS National Office. Given that description, the Committee considered additional functions which might be added to the National Office in the future (e.g., registration, top-10, press releases), as well as additional staff such decisions might require. After considerable discussion, the Committee concluded that USMS is presently in good shape with regard to the National Office and its functions, but that we should examine our growth and needs in this respect on a continuing/annual basis.

- d. Zones - How can they be more effective? This issue was not discussed because of time constraints.

4. New Business. Possible agenda items for the Planning Committee during the coming year may include: (a) links with masters diving, synchro, and water polo; (b) safety programs; (c) certification of officials; (d) zones; and (e) facility development, use, and income potential.

USMS 1987 Convention
Hyatt Regency, Atlanta Georgia

Committee PLANNING

Chairman DUMMER

Recorder HUGH MOORE

Voting Members:

Name	LMSE	Name	LMSC
Gail M. Dummer	Michigan	Kris Wingeiroth	Gulf
Hugh Moore	PNA	Nancy Ridout	Ex Off
Zan Clayton	New England	Dan Gruender	A3
Ted Hantz	New England	Bill Weir	North Dakota
Kathy CASEY	Pacific N.W.		
Jennifer Parks	Michigan		
Lynne Weir	Michigan		
Jane Krause	FGC		
Peter Mullen	Southeastern		

Non-voting members. Voice at the option of the Chair

Name	LMSC	Name	LMSC
TOM LYNDON	NEW ENGLAND	Rudi Boeus	Pratt
Charlotte Jenkins	PACIFIC	Pat Augstock	Central
Elfriede Rogers	Pacific	BERT PETERSEN	OREGON/OCEANA
Monica Burvick	Pacific	Walt Reid	PNA
DAVE GRAY	Pacific	Jane Moore	PNA
Kerry O'Brien	Pacific	Dave Zander	IEA
Therese Walsh	Middle Atlantic	Elin Zander	Inland Empire
Josi Mory	Pacific	Sarban Ind	Oregon
Dick Smith -	Pacific	Sandi Rousseau	Oregon
Joan P. Smith -	Pacific	Diane Peep	NE
Ruth Wian	Pacific	Christina Jones	Central
Eric Snyder	NJ	Gloria Britton	OHIO
		MARY PAT MALET	OHIO

Please attach a copy of the minutes of the meeting to this form and return it as soon as possible to Nancy Ridout, USMS Secretary. Must be handed in before you leave the Convention.

All committee actions require approval of the House of Delegates. Any such actions must be handed to Nancy Ridout prior to the House of Delegates meetings.

Ex officio
Dore Schwab Jr

over

<u>name</u>	<u>JMSC</u>
G. J. M. Key Reg.	NIAG
Stephanie Walsh	Mid Atl
Nancy Miller	Virginia
Jim Miller MD	Virginia
Leenie Molony	North Carolina
Kim Hansen	SWIM Mag.
Jody Ann Pessoni	North Car.
LARRY WOOD	SOUTHWESTERN
WARREN GEIL	SOUTH TEXAS
War Ferguson	Lake Erie
Hugh Wynn	PMS
David Diehl	PVM
Leo Letendre	Ozark
Louise Donovan	Central
Marie Kreepe	Missouri Valley
Marylou Schulz	Adirondack
John M. Dunger	Niagara
Gene Donner	NIAGARA
Jim Goodenough	NIAGARA
RICHARD MONAHAN	Metropolitan
BILL EARLEY	SAN DIEGO IMP.
Judy Meyer	Florida Gold Coast
DOUG HESSINEO	FL LMSC
Margaret Samson	SPMA
LOUIS A. ABEL	N. Jersey
Dick Pitman	Wisconsin
Bob Merrick	So. Pacific
Bill Mulliken	CEJSMC

<u>name</u>	<u>JMSC</u>
Margaret Stannard	Colorado
Mel Goldstein	Indiana
Dan Gruender	Az
Art Meyer	MAMSC
Dotty Whitcomb	SEMS
Ellen Schappel	Southeastern
Todd Samland	Midwestern
Fritz Hornum	San Diego Imperial
CHRIS GEORGES	SPMA
Edie Gruender	ARIZ.