

Registration Committee

Thursday, September 29, 1994, 9:00 a.m.
Kansas City, MO - Chouteau "B"

Committee Members Present: Barbara "Babs" Larsen, Chairman. Eileen Schappel, Adrienne Pipes, Frank Thompson, Charles Kohnken, Sarah Hromada, Diane Reed, and Nancy Ridout. Present but not voting: Leslie Ronacher. Diane Black, Ex-Officio, Betsy Durrant, Executive Board Liaison.

OPEN SESSION

Review of Wednesday, September 28th meeting with *SWIM Magazine*

The Committee reviewed the issues that were discussed at a meeting with *SWIM Magazine* (attended by Babs Larsen, Bill and Diane Black, Karen Deal of *SWIM Magazine*, Rose James of R.R. Donnelley, Nancy Ridout, Gerry Rodrigues representing *SWIM Magazine*, Steve Schley of National Subscription Fulfillment Services.) ***Tentative agreements were reached in this meeting that are contingent on financial agreements between USMS, Inc. and SWIM Magazine after the position of National Registrar is designated and confirmed by the House of Delegates.*** The main issues from this meeting included: the USMS National Registrar will provide the mailing labels for future issues of *SWIM Magazine* directly to the printer; *SWIM Magazine* will provide USMS with a schedule of deadlines for future issues; concerns regarding supplemental mailings were discussed and will be confirmed upon receipt of hard financial data; all subscription inquiries to *SWIM Magazine* from USMS members will now be directed to the National Registrar and appropriate instructions will be provided to the membership; *SWIM Magazine* will print a disclaimer on all invoices and/or subscription fliers, "IF YOU ARE A CURRENT USMS MEMBER, PLEASE DISREGARD THIS NOTICE"; *SWIM Magazine* indicated that USMS should cover future costs of address corrections from the Post Office.

In response to questions from the audience, Karen Deal clarified that, if USMS wished to continue with supplemental mailings, USMS should pick up the difference in postage costs between the original mass mailing and the supplemental mailings that occur a month later. Further consideration on this was tabled until financial information could be provided by *SWIM Magazine*.

There was discussion on the problems of duplicate subscriptions when a *SWIM Magazine* subscriber becomes a USMS member; these will be resolved on a case-by-case basis.

One Event Registration

The committee discussed a problem with One-Event Registration that occurred during the year where the one-event registration was offered to participants of the event by the organizer and not by the LMSC. Article 201.1.2 regarding One-Event registration makes it clear that the LMSC holds the responsibility for issuing One-Event registrations, not the event organizers (although event organizers may be empowered to do so at the LMSC's direction as part of the sanctioning process.).

Results of the One-Event registration were discussed. There were 164 total One-Event registrations to date in 1994, with less than 15 converting to full membership. Concerns were voiced whether this was an effective marketing tool for attracting new members, while others voiced enthusiasm for the program.

MSC: *USMS will offer One Event Registration through the LSMC's for one more year, and to clarify the registration procedure. The committee will review the results at next year's Convention to determine the effectiveness of this program.*

Pilot Program for Two-Year Membership

Babs discussed the results of a questionnaire sent to all LMSC registrars concerning implementation of a two-year membership PILOT program. The driving force behind the proposal was

to reduce renewal paperwork for registrars.

MSC: Discussion on this PILOT program would be tabled until next year, after various questions regarding financial and software considerations have been more specifically resolved by the committee.

Miscellaneous

Changes in USMS Registration Card. The '95 card will contain contact information for swimmers who have questions on insurance and SWIM Magazine subscriptions.

30,000th Swimmer. It does not appear that USMS will reach its goal of 30,000 swimmer in 1994; however, the last NEW 1994 registration (not renewals) received by the National Registrar by November 15th, 1994 will receive a token recognition. We appear to be on track to reach the goal of 30,000 swimmers in 1995.

FINA. Registrars were urged not to panic if USMS adopts FINA new rule regarding age of swimmer in order to compete. It was felt that information on the registration card is sufficient to allow a meet organizer to confirm a swimmer's age for the proper age group.

Julie Paque announced to the registrars that she had developed some computer reports on commercial software that she would be glad to make available to LMSC registrars for use with their existing databases.

Nancy Ridout introduced a new poster developed by the Marketing Committee and the draft of the updated "Guide for Masters Swim Clubs"

Open session adjourned at 10:10 a.m.

CLOSED SESSION


The committee met in closed session from 10:10 to 10:30 a.m. to hear presentations from Tom Lyndon, and Diane and Bill Black, the bidders for the position of National Registrar for 1995-1996. With the bidders approval, the committee adjourned until 5:00 pm to discuss the bids.

Meeting reconvened to discuss the bids for position of National Registrar at 5:00 p.m. There were representatives from all the USMS Zones. Members present: Babs Larsen, Eileen Schappel, Adrienne Pipes, Frank Thompson, Charles Kohnken, Sarah Hromada, Diane Reed, Nancy Ridout, Leslie Ronacher, and John Zell. Betsy Durrant, Executive Board Liaison, attended as a non-voting member. After discussion the motion was made to vote on the bids.

ACTION ITEM: The USMS Registration Committee voted to recommends that the bid from Beyond Words: Bill and Diane Black, for the position of National Registrar be confirmed by the House of Delegates.

The meeting then addressed future goals of the Registration Committee. The next year will be spent investigating and recommending for Legislation consideration: LMSC Registrars attending the National Convention be allowed to vote in the Registration Committee meeting.

Respectfully submitted,


Barbara Larsen, Chairman