

USMS Special Appointments and Liaisons

ISHOF Liaison – Walt Reid

IMSHOF

The 2012 International Masters Swimming Hall of Fame Induction Ceremony was held during the USAS Convention in Greensboro NC. Carolyn Boak, Tim Birnie and Paul Krup from USMS were inducted as Honor Swimmers into IMSHOF. Mel Goldstein was inducted as Honor Contributor.

The Masters Nominees for 2013 Honor Swimmer from USMS are Edward Cazalet, Roger Franks, John Kortheur, David Radcliff, Anne Adams and Jean Troy. The nominee for Honor Contributor from USMS is Ted Haartz. I am pleased to announce that Edward Cazalet will be inducted as an Honor Swimmer and Ted Haartz as an Honor Contributor. The 2013 IMSHOF Induction Ceremony will be held during the 2013 USAS Convention in Anaheim CA.

ISHOF

I attended the 2013 International Swimming Hall of Fame Induction Ceremony which was held at the International Swimming Hall of Fame in Ft. Lauderdale FL. No Honor Masters Swimmers were inducted. The nominees from USMS for the 2014 ISHOF Honor Masters Swimmer were Aldo da Rosa, Burwell Jones, Frank Piemme, Betsy Jordan, Rita Simonton and Karlyn Pipes-Neilsen.

UANA Representative – Jim Miller

Introduction:

As some background UANA stands for Union Americana de Natacion. It is the governing body under FINA that encompasses North America, South America and the Caribbean Nations. United States Aquatic Sports is one of the Federations under the UANA banner. UANA was established in 1948. The logos involved here, just so you've seen them are:



You had better recognize the last of these!

The Masters Technical Committee under UANA is chaired by our own Mel Goldstein and I have sat on the committee since its inception in the early 2000's. Our committee takes up all aspects of all the 5 aquatic disciplines (swimming, diving, open water swimming, synchronized swimming and water polo).

2013

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The projects are too numerous to count here but the biggest single thing that we focused on this past year was hosting the UANA Masters Pan American Championships in Sarasota, Fla. May 31- June 13. The events started with several days of Synchronized Swimming featuring 140 athletes. This was followed by swimming with 1534 athletes (970 men and 564 women) from 26 countries and finally open water with a 1K and a 3K event, drawing 632 athletes. The Water polo portion of the Pan American Championships was held June 21-23 in Orlando, Fla and featured 40 teams of 516 athletes. The Diving portion was held in Largo, Florida on June 8 - 9 and drew 40 athletes.

The quality of the competition was incredible with 8 World Records being set in the Men's 200 back (45-49 age group Eduardo Marocco from Brazil and 80-84 age group Buewell Jones from USA), Men's 100 free (Matthew McGinnis 25-29 age group from USA), Men's 50 fly (Mitchell Clark 80-84 age group from USA), Women's 50 back (Erica Braun 40-44 age group from Brazil), Women's 50 fly (Diann Uustal 65-69 age group from USA) and Women's 200 IM (Joan Troy 85-89 age group from USA). The final World Record was a Women's 280+ freestyle relay (Quiggins, Ferraz, Cavanaugh, Childs from USA).

Aside from the quality of competition, which was obvious, a part of the question as to the success of an event is simplywas it financially successful or another drain on the treasury. The checks and balances were all in the black, as you will see with the financial reports but take into account the impact on the economics of the region. The study below was conducted by Research Data Services, Inc. and released June 28. It is a partial picture, since it does not take into account the economic positive impact by Diving and Water Polo and focuses on Sarasota alone. It also does not take into account the impact of growth on the local swimming community.

Summary of Research Findings

The study of the *2013 Pan American Masters Championship* was implemented to document the economic impact of the event. ***The total economic impact of out-of-county visitors to the Pan American Masters Championship is \$3,628,400.*** Attendance estimates provided by event organizers indicate some 2,500 people (1,700 participants and 800 spectators) attended the 2013 Pan American Masters Championship from May 31 - June 13, 2013.

The following, in short summary, are the salient findings of the research:

A. Profile of Participants/Spectators of the 2013 Pan American Masters Championship:

1. Of the 2,500 people who attended the 2013 Pan American Masters Championship, nearly four of every five (77.7%) were overnight visitors staying in commercial lodgings, while 5.8% stayed with friends or relatives. Some 14.0% were Sarasota County residents and 2.5% were day-trippers {Q1a, Q3, and Q4a}.

2. Nearly half (49.6%) of responding participants and spectators traveled from outside of the U.S. to attend the event {Q1a and Q1b}.

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3. The typical overnight visitor party had an average party size of 3.2 people. Of these, 2.2 were athletes and 1.0 was a spectator. This means that the event attracted an average of 0.5 spectators for every participating athlete. {Q5a and Q5b}.

4. Overnight visitors reported staying in the destination's commercial lodgings for an average of 8.0 nights for the event {Q6}.

5. Although 81.9% of commercial lodging participants stayed in the area's hotels and motels, 18.1% rented condos or vacation rentals {Q4a}. The Pan American Masters event generated an estimated 4,900 room nights in the Sarasota region.

6. Nearly three of every five out-of-county participants/spectators (58.7%) were visiting the Sarasota area for the first time for this event {Q2a, q2b, and q2c}. Some 22.1% traveled to Florida for the first time and 14.4% were visiting the U.S. for the first time.

7. According to event attendees, the other things they enjoyed in the Sarasota area included {Q7}:

Percent

- Beach 88.1%
- Dining Out 71.3
- Shopping 55.4
- Sight Seeing 38.6
- Museums 36.6
- Relaxing 36.6
- Attractions 24.8
- Bars and Nightlife 21.8
- Art Galleries 17.8

B. The Economic Impact of the 2013 Pan American Masters Championship on the Sarasota area:

The direct expenditures of out-of-county attendees to the Pan American Masters Championship are \$1,911,900. Their total economic impact equals \$3,628,400 (*multiplier: 1.8978*).

2013 Pan American Masters Championship Economic Impact Study

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So were the 2013 Pan American Championships successful? Wildly successful and a thanks goes out to the event organizers at all locations, and in particular the Sarasota Sharks and the Sarasota Chamber of Commerce.

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Future Suggestions

Whenever an event is conducted a review of the ways to improve the event must be done. Recommendations for future hosts would be:

- Host all 5 disciplines at a close proximity, ideally in the same aquatic complex (open water aside).
- Host the event later in the summer when school is out in the host country
- Host the event over a briefer period of time (7 days max)

As you can see from the data analysis, ~50% of the athletes were International. While that made for a fun event with a true cross cultural experience, these Championships did not draw successfully from the host country.

The next UANA Masters Pan American Championships will be held in Medellin, Columbia in 2015, Dates to TBA

Conclusion for the US

UANA Pan American Championships are a very profitable event for a motivated and integrated locality that has the infrastructure and big picture approach to defining success.

USMS Liaison to IGLA – Bruce Hopson

International Gay and Lesbian Aquatics (IGLA) is international organization comprised of masters swimming, open water swimming, diving, water polo and synchronized swimming. Each year, it holds an international championship meet for all of its disciplines. This year's event was held August 13-18 in Federal Way, Washington and sanctioned by the Pacific Northwest LMSC. Teams that compete in IGLA are either US Masters Swimming sanctioned teams such as West Hollywood Aquatics and DC Aquatic Club, or they can be members of a USMS sanctioned team. Swimmers can also compete under an assumed name for the purposes of the IGLA meet but their times are recorded under whatever USMS sanctioned team for which they normally compete.

Future IGLA events are the 2014 Gay Games X to be held August 9-16, 2014, in Cleveland, Ohio. Bidding for the 2018 Gay Games has been completed with all RFP responses received, and the three finalists named are: Limerick, London, and Paris. The winning bid will be selected

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in October 2013 at a meeting in Cleveland, OH. Bidding for the 2015 IGLA Championships were to be decided at the IGLA annual meeting held on August 13, 2013, the result of which was not known at the time this report was submitted.

USMS Liaison to USA Swimming – Patty Miller

After many decades of service as USMS Liaison to USA Swimming, Ted Haartz decided to step down at the end of 2012. I took on the challenging task of following in Ted's capable footsteps, beginning with USA Swimming Board meetings in 2013. The role of the USMS Liaison to USA Swimming is to maintain open communication between USMS and USA Swimming at the Board of Directors level. It is a role that was established when the two organizations were created in their current form. The benefit of the open communication between USMS and USA Swimming is that each can stay apprised of the other's developments and take advantage of the learnings from each other.

USA Swimming has had several key developments in 2013 that are relevant to USMS. In April, USA Swimming announced that the 2016 Olympic Team Trials will be held in Omaha, Nebraska again. It remains to be determined whether USMS will be able to conduct an event again in the Trials pool as it did in 2012.

USA Swimming is in the process of developing an online membership registration system. This has relevance to USMS, first, because USMS has benefitted from online member registration for many years, and second, because USMS is in the process of bringing its membership registration system in-house. Both organizations have the opportunity to learn from the others' experience in this process.

It will be interesting to see the discussion of USA Swimming's proposed membership dues increase at this year's USAS Convention. The Board of Directors has proposed a \$2.00 per year increase for ten years, beginning in 2015. Like USMS, USA Swimming looks to membership dues to support expanding and enhancing services for members, outreach, and promotion of the sport.