

# USMS COMMITTEE REPORTS

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## COMMUNICATIONS

Chair - Hugh Moore

Vice Chair - Michael Moore

Committee Members: Rich Barkan, Helen Bayly, Chris Beardsley, Kathrine Casey, Daniel Cox, Kelly Crandell, George Cunningham, Ed Gendreau, Tom Hindle, Sarah Hromada, Mark Hurley, Kenn Lowy, Tom Lyndon, Jane Masters, Dennis McManus, Ray Novitske, Margot Pettijohn, Carl Saxton, Meg Smath, Bekah Wright, Tracy Grilli (ex-officio), Jim Matysek (ex-officio), Bill Volckening (ex-officio). Executive Committee Liaison - Lynn Hazlewood

### ANNUAL REPORT

As chair of the committee I participate in regular Web Administrator's meetings with Jim Matysek and Lynn Hazlewood. We have changed the frequency of these meetings from monthly to weekly. During these meetings we set priorities for Web tasks and review status. We have long realized that the task list is constantly growing as various USMS committees make requests to add features to the Website. Since much of "Web Jim's" time is spent doing maintenance and administrative tasks, he only has about 30% of his time available for development tasks. At their annual mid-year meeting the USMS Executive Committee recommended that USMS authorize \$35,000 for hiring a assistant to the Webmaster to help reduce the backlog. The Communications Committee discussed the idea and approved the proposal listed under action items. The Executive Committee, Board of Directors, and Finance Committee also passed the proposal. We received over 30 applications for the position. Following thorough analysis of the applicants' resumes, I joined Lynn and Jim in Washington D.C. to interview our final three candidates. We are pleased to announce that Marian Briones of Fremont, California was hired.

One of the shortcomings of our current process of considering requests for Web presence by committees is that we have not been identifying costs, including time commitment of the USMS Webmaster, prior to starting a project. If you are planning to request a project that involves the USMS Website at this year's convention, please send me a description of the project prior to convention so that we can estimate the time commitment that would be required to complete the task.

1. Mark Hurley chaired a sub-committee that developed methods for USMS, LMSCs, and workout groups to welcome new members. These ideas will be shared at the Communications Workshop.
2. The committee helped develop a Communications Workshop slated for convention. Topics will include intra-LMSC communications, Websites, Newsletters, and Welcoming New Swimmers
3. The committee reviewed communications within USMS and will present recommendations for improvements related to a long range plan.
4. Kelly Crandell, Doug Garcia, and Meg Smath helped Bill Volckening in selecting the TYR/USMS Newsletter Of the Year.
5. Members of the committee reviewed the "Effective Web Content" and "Newsletter Hints" sections of the LMSC handbook.
6. Bill Volckening chaired a sub-committee that will propose a new USMS communications award.

### ACTION ITEMS

**MSA** :The Communications recommends to the Executive Committee, the Finance Committee and the Board of Directors that:

A: A competent full time programmer be contracted for a period of six months to help the IT Director/Webmaster cut down on the back log of development work for USMS. This would be a contract job where the total compensation would total not more than \$35,000 for the six month contract. This job would be supervised by the IT/Webmaster and a representative from the Executive Committee.

At the end of four months there would be a decision made as to whether to extend the contract.

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B: This contract needs to be handled on an expedited basis and the PMG rule about the notification be made in Swim Magazine be waived. The executive committee will have notification that USMS is looking for this position sent to all LMSC Chairmen and club representatives. Notification will also be on the USMS Web site "home page" and on the Forums page.

## AGENDA

**Friday, September 17<sup>th</sup>, 8:30 – 10:30 am**  
**Meeting Room – Great Hall East**

1. Introductions (5 minutes)
2. Web Master/IT Director report. (30 minutes)
  - a. Status of current projects
  - b. Suggestions from the audience
3. USMS Magazine Editor report (30 minutes)
  - a. Overview of article selection and editing process
  - b. Suggestions from the audience
4. USMS Communications Award proposal (10 minutes)
5. Long-range Communication Plan (15 minutes)
6. New Business

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## MARKETING

**Chair – Rich Burns**  
**Vice Chair – Doug Garcia**

Committee Members: Joanie Campbell, Katherine Clarke, Michael Collins, Randy Crutchfield, Nadine Day, Maria Doelger, Dan Kornblatt, Anne Laborwitt, Tom Lyndon, Jane Masters, Ray Novtiske, Melissa Rinker, Nancy Rossetti, Paul Smith, Darlene Staley, Mel Goldstein (Ex-officio), Barry Fasbender (Ex-officio), Aimee Fitzgerald (Ex-officio). Executive Committee Liaison – Nancy Ridout

## ANNUAL REPORT

The 2003 -2004 year's marketing activities focused on communications and planning.

At the 2003 Convention the EC requested that the Marketing Committee develop a strategic marketing plan for the organization. In light of the Planning Committee's initiative to evaluate USMS governance and what was considered to be some overlap in the assignments, Marketing presented the EC with a framework for developing a strategic marketing plan.

To initiate marketing momentum proposed by the framework, the EC aligned marketing with the Zone Committee to create a pilot marketing program. An initial liaison with the Utah LMSC ended up being premature and the pilot program was shifted to Adirondack. Preliminary planning has begun and a session at this year's convention will address the SWOT Analysis exercise in the planning process as a precursor to developing and implementing a program for this LMSC.

Other Marketing Committee activities during the year:

Introduced email media training on a regular, periodic basis for LMSCs, newsletter editors, marketing and executive committee members, and requesting coaches. Melissa Rinker has taken the lead on this project and has received excellent response and positive comments. Some of the results:

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- Continued to conduct the Public Relations program with successful outreach to media and publications throughout the country. Public relations activity summaries are distributed monthly and are available from the National Office for anyone who has not seen the reports.
- Dramatically increased distribution of media materials through full use of subscription release distribution service, touching 5,000 media contacts at least once through year.
- Published article results have been seen in hundreds of publications, including a wide range such as Club Industry, Current Health 1, New York Times, Outside Magazine, Mesa Tribune, Senior Connections, Ms. Fitness, Mesa (AZ) Tribune, Orange County Register, St. Petersburg Times, Baltimore Sun, and Pharmacy Times.
- Have achieved position of regular contributor to active.com, HealthNewsDigest.com - both of which have content picked up by many other media outlets.
- Provided research, communications guidance for triathlon committee as a result of 2003 pre-convention meeting with tri committee.

## Other Marketing Committee activities:

- Participation in the Planning Committee governance study.
- Printed 10,000 brochures.
- Assisting Planning with a new facilities brochure.
- Photo shoot to expand our photo library.
- Redesign of the trade booth exhibit.
- Produce USMS Planner
- Designed a series of USMS posters to be available on-line for use by clubs and facilities.

Public Relations – The Executive Committee has determined that the contract for a public relation consultant will not be renewed in 2005. This decision was based, in part, on the sense that despite the increased media exposure for the organization, membership growth has remained flat and the ROI (return on investment) is difficult to justify. This decision presents a challenge to the Marketing Committee as, through Aimee Fitzgerald's efforts, we have achieved a prodigious base of media contacts and relations that should continue to be cultivated and nurtured. A program to continue cultivating these media relationships will be a focus of the discussion of the committee at the convention.

## AGENDA

**Thursday, September 16<sup>th</sup>, 4:15 – 6:15 pm**  
**Meeting Room – Cloister North**

1. Communications Programs  
Review of last year and identify/plan new projects
  2. LMSC Pilot Marketing Program  
Review and planning
  3. Public and Press Relations  
How to maintain program internally
  4. Web Site  
How to make the web site marketing friendly
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## PUBLICATIONS

Chair - Meg Smath

Vice Chair - Steve Peterson

Committee Members: Meg Smath, Steve Peterson, Debbie Cavanaugh, Marilyn Fink, Cheryl Gettelfinger, Tracy Grilli, Lil Haneman, Mark Hurley, Anne Laborwit, Joanne Tingley, Mary Lee Watson. Executive Committee Liaison – Sally Ann Dillon

### ANNUAL REPORT

Since convention, the major activity for this committee, as always, was publishing the rule book. Tracy Grilli compiled Appendix E, Cheryl Gettelfinger coordinated the ads, and all other committee members proofread different segments of the rule book. In addition, Walt Reid provided the pool records, Peter Crumbine and Jill Wright provided the long distance records, Kathy Casey proofread the rules sections, Barry Fasbender proofread the championship sections, Rob Copeland proofread the legislation sections, and Peter Crumbine proofread the long distance sections. This year the rule book was sent to the printer in PDF format in order to minimize translation problems between the printer's Mac system and my PC. I also sent these same PDF files to Jim Matysek, who posted them on the USMS website.

I also compared the rule book with the LMSC handbook for consistency between the two documents. I provided Tracy Grilli with the rule book forms for pool measurement and records so that the forms would be the same in both documents.

I arranged with Bill Volckening to run a notice in the May/June issue of *SWIM* asking for submissions for the 2005 rule book cover and also soliciting bids to print the 2005 rule book.

### ACTION ITEMS

None.

In the months leading up to convention, we will be going through the rule book looking for housekeeping changes to improve the clarity of the rules, concentrating on Parts 1 and 3. We will also correct any typographical errors brought to our attention.

### AGENDA

Thursday, September 16<sup>th</sup>, 2:30 – 4:00 pm  
Meeting Room - Gallery

1. Choose cover for 2005 rule book.
2. Discussion and awarding of rule book printing bid
3. Choose dedication for 2005 rule book.
4. Discuss housekeeping proposals.
5. Make assignments for 2005 rule book.

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## REGISTRATION

Chair - Anna Lea Roof

Vice Chair - George Simon

Committee Members: Jack Buchannan, Jim Coleman, Julie Heather, Paul Wrangell, Jim Lewis, Arni Litt, John Pilger, Emmett Hines, Esther Lyman (Ex-officio), Tracy Grilli, (Ex-officio). Executive Committee Liaison – Nancy Ridout

### ANNUAL REPORT

#### USMS CONVERSION TO LEOWARE

The new USMS Permanent ID was the main focus for the Registrars in 2004. The Permanent IDs were first issued in 2003. The 2004 registration year was the first time we used them to validate each swimmer as he/she re-registered.

The verification process had a few glitches. The USMS registration software ("Leoware") went through several quick revisions as bugs were found (thanks, Leo!). We have learned some valuable lessons that will benefit us as we take the next step toward online registration.

Leo Letendre, Tracy Grilli, and Esther Lyman, once again, were instrumental in implementing the re-registration process using the new Permanent IDs. A big thank you to all three of you!

#### ONLINE REGISTRATION

The Registration Committee's main focus for the coming year will be the implementation of online registration. We will be working with Jim Matysek and the new assistant USMS web developer in designing a system that meets the needs of the Registrars and LMSCs, as well as the national organization.

### ACTION ITEMS

1. Discussion and design of an online registration system (working with the USMS web developers)
2. Discuss and create a "Registrar disaster plan" that will be kept on file at the National Office. This might be as simple as a form that each Registrar will fill out. The purpose is to give the National Office some basic information (location of files, location of signed USMS forms, contact names) in case the Registrar becomes incapacitated.

### AGENDA

**Thursday, September 16<sup>th</sup>, 10:30 – 12:00 pm**

**Meeting Room - Gallery**

NOTE: The bulk of this meeting will be spent discussion online registration. We will go over the first two items quickly to allow most of the time to be spent on Item 3.

1. The 2005 renewal process using the Permanent Swimmer ID
  - a. Review of the 2004 process – causes of duplicate IDs; other problems
  - b. Possible modifications to the registration program; requests; suggestions
2. Creation of a "Registrar Disaster Plan" to be kept on file at the National Office
  - a. Emergency information from each Registrar would be documented – location of LMSC registration data files, location of hard copies of signed USMS registration forms, computer passwords (if necessary), who to contact in case of emergency
3. Online USMS Registration
  - a. Outline of plan so far by Jim Matysek
  - b. On-line registration and the amount of control we prefer be kept by the LMSC Registrar
  - c. How the implementation of the new database program will affect the registration process and the Registrar