

President Jim Miller called the meeting to order at 8:35 pm EDT. Present were Scott Rabalais, Sally Dillon, Doug Church, Lynn Hazlewood, Nancy Ridout, Patty Powis, and Tracy Grilli.

1. The next conference call will take place on Monday, October 25 at 8:30 EDT.

2. OFFICER REPORTS:

President: Jim reported that following convention he attended an ASUA meeting where details surrounding the site visit to Santa Domingo were addressed. The desire to have the Masters Technical Meetings be conducted as Open meetings was proposed to the ASUA Executive Committee. Following the meeting, the ASUA EC met in closed session to discuss the recommendations. The next Masters FINA Technical meeting will be held in conjunction with World Championships in Montreal July, 2005.

Secretary: Sally reported that she has been receiving copies of zone minutes and other reports throughout the week and is forwarding them on the Jim Matysek for posting on the web site. She also cleared up some questions from Jim about reports from some committees. Her next project will be the preparation of the HOD minutes.

Zone Chair: Lynn reported on Zone Committee activities – a subcommittee of the Zone Committee consisting of herself, Lucy Johnson, and Rob Copeland is reviewing the EOG and will propose changes at the zone committee meeting October 10. Betsy Durrant is ex officio to the subcommittee and is being consulted to ensure that the changes reflect the intent of the new legislation. She is currently discussing the mechanics of non-Executive Committee members of the BOD ("Directors") elections with the governance task force.

Lynn also gave a National Publication Transition Team report: 1) The Marketing Chair, Doug Garcia, has appointed Tom Lyndon to represent his committee on the transition team. 2) Lynn has begun a dialogue with Hugh Moore, Communications Chair, concerning the support services his committee will provide during the transition and going forward into production. 3) Anna Lea Roof, Nancy Ridout, Patty Powis and Lynn have had discussions on the changes that will be required on membership registration forms and membership cards as a result of the change of magazine. Anna Lea will notify the registrars as soon as all changes are identified.

Lynn spoke to Managing Editor Virginia Sowers and covered several topics: 1) they talked about communication to make sure everyone is kept in the information loop without creating a confusing situation with cross communication. The Transition team will communicate through Lynn, with the exception that Bill Volckening will work directly with Virginia on editorial issues and Mel Goldstein will be working with Betty Jo Bass, Advertising Director. Once we go into production, we should be able to further streamline the process, including scheduling the annual planning meeting for July. 2) Virginia should have minutes from the Wednesday, September 15 convention meeting and the editorial calendar ready for the team to review within a week. 3) Once the editorial calendar is approved, the media kit will be put together and sent out for review. The media kit should be to the printers no later than October 20. 4) Virginia and Betty Jo are going to the ASCA meetings in Indianapolis to meet potential advertisers. They will be there from Friday to Sunday. This plan was worked out with Mel Goldstein during the convention meeting. 5) Virginia will also be working on setting up photo ops for training and technique features. These do not require specific persons and we will take advantage of opportunities when people are gathered together.

Finally, Lynn noted that the Communications Committee passed a motion at convention that "each zone or LMSC shall be responsible for determining which non-USMS events in its geographical area shall be posted on the USMS website." The Communications Committee will be developing implementation guidelines for this proposal. The EC suggested that a time finite should be developed for guidelines for implementing these changes.

Past President: Nancy reported on the committees she works with: Marketing is trying to track down an electronic version of the Workshop 3 minutes for posting on the web site. Registration – Nancy has suggested wording to Anna Lea Roof and Patty Powis regarding items on the membership card and the registration form. Anna Lea has been communicating with the Registrars and soliciting their input.

Records and Tabulation - Pieter Cath has reported on an omission in the All-American listing that was submitted to him by an upset swimmer. USMS Editor - Bill Volckening reported on a good face-to-face meeting with the new publication staff and he feels the transition will be a smooth one. Sponsor Liaison – Mel Goldstein is working on contract renewals coming up at the end of the year and met with vendors during the convention.

Legal Counsel: Patty reported that Brent Rutemiller has contacted the History & Archives Committee about our use of photos owned by Sports Publications. Patty has advised the H&A Chair, Barbara Dunbar, to speak with Brent to review our arrangement.

4. GOALS AND OBJECTIVES: The EC discussed goals and objectives for the coming year. They include the success of our new national publication and the plans for governance, conducting a stimulating convention with an improved schedule, improving the budgetary picture, making on-line registration available, and meeting deadlines for projects. Additionally, in an effort to work with our potential successors, the HOD will be advised that they are welcome to contact us directly if they are interested in running for our positions. A business plan for the organization was discussed and it is thought that it would be best done with an executive director rather than a volunteer organization.
5. NATIONAL PUBLICATION - a number of issues were discussed:
  - a. The necessity for an RFP for USMS National Publication Coordinator: *It was MSA that given the new job description provided to the HOD, we ask the Communications Committee to determine whether the task of the USMS National Publication Coordinator needs to be bid out.* Lynn will inform Communications Committee Chair Hugh Moore.
  - b. The contract for DMC: Patty is working on the contract and is making every effort to include the concerns expressed at convention.
  - c. A business plan: Doug is working on a spreadsheet that will lay out the business plan for the national publication.
  - d. Transition team progress and expansion: As noted earlier, Tom Lyndon was selected to be the representative from the Marketing Committee (also a member of the Communications Committee). Other members of the USMS transition team are: Lynn Hazlewood - chair, Bill Volckening - USMS Editor, Jim Matysek - USMS Webmaster, Mel Goldstein - National Sponsor Liaison, and Meg Smath - Communications Committee (also Publications Committee Chair).
6. 2005 MID-YEAR MEETING DATE AND LOCATION: The EC discussed plans for the mid-year retreat and decided to go to a central location – Dallas, TX. The dates will be January 6-9.
7. FINA SHORT COURSE WORLDS RECEPTION: Doug reviewed plans for the dinner being hosted by USMS on Wednesday, October 6 during the FINA Short World Championships in Indianapolis. Although no travel money is available, the following USMS members will be attending the meet and will be invited to attend the dinner: Sandi Rousseau, Michael Moore, Dick Sidner, and Mel Goldstein. EC members Jim Miller and Doug Church will also attend. It is expected that 50 dignitaries from FINA will attend as well. The funds to support this event are coming from a variety of sources (not USMS) and donations are still appreciated. Interested parties should contact Doug about contributing.
8. WORLDS 2006 – bylaws and corporate status: Michael Moore submitted questions to the EC about the formation of bylaws and corporate status for the meet and organizing committee. Patty suggested they follow the recommendation of the attorney that there be no members of the corporation.
9. ELECTION OPERATING GUIDELINES (EOG). Lynn reported that the legislation passed wasn't clear about how we will elect the Directors from zones. There are differences of opinion as to whether the positions should be elected in the same year or a different year as the officers. The

Planning/Governance task force is having a discussion about the topic and we will wait to hear from them.

10 OLD BUSINESS:

- a. USMS Logo – Patty noted that the Marketing Committee is working on logo standards and the protection of our trademark. She will review their decision when it is available.

It was MSA to adjourn at 10:25 pm EDT

Respectfully submitted by:

Sally Ann Dillon  
USMS Secretary