

ACTION ITEMS

XI FINA World Championships: It was *MSA that the EC encourages the FINA Worlds LOC to avoid preferential treatment without demonstrable benefit to the event or USMS and to develop criteria that can be applied in general to potential sponsors and vendors.*

TASKS

ED Funding Task Force: Patty to meet with her group.

Electronic Signatures: Patty to ask Sandi Blumit whether our current carrier accepts Electronic signatures.

President Jim Miller called the meeting to order at 8:39 pm. 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 Wednesday, April 20 at 8:30 pm EDT.
2. DECISIONS MADE SINCE THE LAST MEETING: The minutes of the February 21 conference call were approved and distributed.
3. Officer reports:
President: Jim reported that he has received a very positive response regarding *USMS SWIMMER's* first issue. Any number of the athletes that he coaches, fitness or competitive, have indicated that they have found something in it targeted to their needs. The complementary notes arrive throughout the day. Jim met with Douglas Murphy Communications (DMC) on March 14 to review the bill in detail as well as to review the process that is in place. Many areas are under evaluation to smooth out the effort even further. Jim complimented all those who have made this a success from the beginning.

On other issues, Jim reported that we are looking at creating a slot for a presentation by the organizing committee of the XI FINA Worlds at the ASUA/UANA Masters Technical meeting preceding the championships in Santo Domingo. Michael Moore has just returned from Shanghai where he reported their progress to the FINA Board. Work continues on the Governance Task Force. The EC is busy preparing recommendations regarding committee restructuring and funding for the ED position.

Jim will be attending an International Relations meeting called by USAS April 23 in Colorado Springs. The cooperative effort of all of the National Governing Bodies enhances the effectiveness of all of us. This specifically applies to coordinating the efforts of each to attract international meets.

Jim conducted a meeting with the committees to which he serves as Liaison to the EC. These meetings continue to impress him with their value. The size of the group (5) is ideal to bat around ideas and include everyone in the debate.

Finally, Jim was invited to serve as a guest coach at the Walnut Creek Intensive Training Camp the first weekend of March. Doug Garcia (Marketing Chair) was a camper this year. Jim met with Doug to discuss the Marketing Committee's plans as well as addressing those topics requiring urgent attention. The plan to have multiple committees contribute press releases on a rotating basis has met with outstanding responses.

Vice President: Scott reported on activity with his committees. The Coaches Committee (Bob Bruce) has disseminated the application form for a registration grant for coaches to the 2005 ASCA World Clinic and applications are due by June 1, 2005. Each LMSC is entitled to nominate one Masters coach for a limited number of grants supplied by USMS. The Championship Committee (Barry Fasbender) continues to discuss issues surrounding warm-up on pre-meet day.

Secretary: Sally reported that a preliminary notice has been sent to LMSC representatives reminding them that the 1st notice of delegate entitlement would be distributed mid-April and that they should be sure to put the election of their 2005 delegates on their calendars. It was emphasized that there are major changes on the horizon regarding Governance decisions and the election of a new Board of Directors for USMS. The more informed delegates are in advance the better they will represent their LMSCs at convention.

Sally confirmed with her committee chairs that they were still in agreement with recommendations for committee restructure that had been discussed in a January conference call. She has sent Barbara Dunbar (H&A) copies of convention documents from 1972-1984 that Barbara will use in her research on the history of USMS. Sally noted that she has received and reviewed the midyear reports from David Diehl (Officials) and Peter Crumbine (Long Distance) and forwarded them on to Tracy Grilli for inclusion in the next issue of *Streamlines*. She sent the BOD and special appointments copies of the midyear report form in case they didn't put it in a "safe" place when it was last sent as part of the handbook .

Treasurer: Doug reported that the usual business activity of the corporation that involves paying bills and investing our cash reserves has been unremarkable over the last month. Our Controller, Margaret Bayless, and Doug have worked on cash needs projections in order to keep our reserves as fully invested as possible. We have "laddered" our CD's to try to have cash available as needed. Fortunately, the rates have started to push up and we should realize a better interest return on our recent investments.

The final agreement with the XI FINA World Masters Championships organizing committee has been executed and the promissory note has been signed. That finalizes the front end of the arrangement. We are tracking the draw down and the master note will provide the means by which that relationship can be monitored. As of the last draw, the organizing committee has drawn slightly over \$83,000.

After significant effort on the part of many (thanks especially to Jerry Clark for pushing the bank!), we have arranged for the merchants account with Bank of America. This will allow MasterCard and Visa to be used to pay on-line entries for nationals. We chose specifically NOT to allow for American Express or other credit cards because of the higher charges or specific contractual requirements that were believed to be problematic for us. (Note: anyone needing a MasterCard so that you can charge your entry fee is encouraged to sign up for one of the USMS Master Cards issued by MBNA. USMS benefits economically and it's a great card.)

Our Controller has issued the 2004 annual financial report and it demonstrates a good balance sheet with a positive result for the year. As you will recall, a balanced budget was presented for the calendar year. In fact, we had nearly \$72,000 in revenue in excess of expense! This was a result of lower than budgeted expenses as well as some income exceeding the budget. This is an audit year and our auditors are preparing to conduct the audit of the corporation. Results will be in hand for the convention in the fall.

Our initial issue of *USMS SWIMMER* is in the books and it would appear that our financial projections are on track so far. Our Controller has done an early analysis, which illustrates that there will be a net savings from past years in the range projected. Advertising revenues are expected to continue to build and that will impact the final results. The first issue had net advertising revenues after commission in the range of \$11,000.00. That one issue revenue result compares to the full year advertising income from our former relationship of approximately \$5,500.00.

A note on the Endowment Fund: Our year-end report has been received and, once again, the investment appreciation exceeded industry standards with a net result around 13%. The Endowment Fund is rapidly heading toward \$175,000.00 and by convention should have exceeded that amount.

Zone Chair: Lynn reported that on April 1, Webmaster, Jim Matysek, would begin development of the requirements specifications for the XI FINA World Championships online entries and registration

database development. When the specifications are completed and approved by the appropriate persons, then scheduling will be done for implementation.

Regarding the Editorial Board, Meg Smath and Doug Garcia have developed a style sheet for printed and web documents. The style sheet will initially be used for preparation of documents for external audiences (brochures, manuals, handbooks, articles, etc.). It will be posted in a Communications Policies section on the web site. Other policies in this section will ultimately include a graphic identity section for USMS as well as policies on handling photographs in our published materials. The editorial board agreed to ask the History and Archives Committee to take the lead in development of the photographic images policies.

The Editorial Board discussed development of an email newsletter capability and agreed that, until the tools exist to automate maintenance of information on USMS administrators, the system used by Tracy Grilli is the most effective methodology. The capability to track administrators will be considered during the design of the registration database.

Lynn reported that editorial content for the May/June issue of USMS *SWIMMMER* is mostly complete and layout was scheduled to begin the end of last week. Web-Jim and Virginia will be developing the magazine online archives. The archives need to be ready by May 1, so the March/April data can be saved when the May/June information is published.

Finally, Lynn said that there is nothing to report on the election. No nominations have been received yet and any further planning must wait until we know how many candidates there are.

Past President: Nancy reported that she held a conference call on March 20, with the chairs of Marketing (Doug Garcia), Records and Tabulation (Pieter Cath), and Registration (Anna Lea Roof). The call was productive and focused on governance and committee structures. Good ideas were expressed. All of the committees are functioning at a high level.

Legal Counselor: Patty reported that the Executive Director Funding Task Force has begun its work. With representatives from the Finance Committee and others with non-profit knowledge, the task force is a well-qualified and enthusiastic group. They've held a conference call and the members are in the process of researching the costs of an Executive Director, including the variables that affect cost. They're doing this both by interviews of contacts in similar organizations and more traditional research methods. After assessing potential costs, the group will turn to specific funding ideas.

Patty forwarded a proposed sponsorship contract with the manufacturer and marketer of Amino Vital to Mel Goldstein (Sponsor Liaison). This contract involved both the usual sponsor arrangements as well as the use of the USMS logo on products.

National Office: Tracy reported that pool and Long Distance All American letters have been sent, pool All Star letters and certificates have been sent, pool All Star letter, certificate and Labels have been sent to Kast-A-Way swimwear (sponsor) for gifts. Long Distance All Star letters, certificates and awards (t-shirts) have been sent, Long Distance All Star letter and certificate have been sent to Arena (sponsor), and Relay All American letter and lists have been sent to all club contacts who have Relay All Americans. All the above went out approximately 1 month earlier than last year. Unfortunately, the directory has been delayed due to complications with the photographer's computer. National Entries are starting to pour in and Tracy's helper put in her first day of inputting on Friday.

4. LABEL AUTHORIZATION: A request was made by a commercial/non-sponsor business to use the USMS database more than once in a year. Tracy explained the policy, which allows the database to be purchased only once a year (per business). It was agreed that we would stick to this policy. We discussed the opportunities for these people to advertise in the USMS publication and encouraged Tracy to quote from the media kit and direct them to DMC.
5. WEB LINKS: The EC discussed the swiminfo.com link that has been on the USMS web site. Since our business relationship has expired, a new arrangement needs to be made. Mel Goldstein, Sponsor Liaison, will be asked to make contact with Sports Publications.

6. DISCUSSION FORUM: The EC discussed a query posted on the USMS Discussion Forum and agreed that it is not necessary to publish minutes from the Editorial Board meetings since this is an internal document involved in the management of a contractor. .
7. COMMITTEE RESTRUCTURE: The EC reviewed the recommendations for committee restructure that Jim will forward to the Governance Task Force. All agreed to review the committee definitions and to recommend changes as needed – with a goal to be less specific so that they are less restricting.
8. EXECUTIVE DIRECTOR FUNDING TASK FORCE: Patty reported that the group had their first conference call. Excellent ideas emerged as well as creative thinking about costs and duties. She will have more to report at the next meeting.
9. ELECTRONIC SIGNATURES: Patty corresponded with Sandi Blumit (our insurance broker) who is checking on sources. Whether they accept electronic signatures depends on the insurance carrier and we will ask Sandi if our current insurer accepts this and what proofs are required to confirm the signature. It was suggested that we investigate accepting the bid of a carrier that does accept electronic signatures in the future if it is economically realistic.
10. PRESS RELEASES: As noted in Jim's report, he discussed marketing issues with Doug Garcia. They looked at positions in the organizations and assigned due dates. The following individuals/groups will prepare press releases over the coming year: Coaches, Championship, Sports Med, and Fitness committees, FINA World champs, and Tracy Grilli. Each will have a due date and once prepared, the release will be given to the Marketing Committee for posting on the web site.
11. *USMS SWIMMER*: In addition to previous discussion in individual reports, it was noted that the USMS logo was not prominent in the first issue of the magazine. The editorial board discussed the placement of the USMS logo and identified the pages where it will appear in subsequent issues. Jim reported that he put a few copies of the magazine in the waiting room of his medical practice and a couple of patients enjoyed the magazine so much that they joined USMS.
12. XI FINA WORLDS: Michael Moore received a request to trade exposure in their product for access to the facility and some signage. The EC considered the issue and *it was MSA that the EC encourages the FINA Worlds LOC to avoid preferential treatment without demonstrable benefit to the event and USMS and to develop criteria that can be applied in general to potential sponsors and vendors.*
13. OLD BUSINESS
 - a. Merchant Account – as reported earlier, we now have one with Bank of America.
 - b. San Diego hotel bill – Doug has given Mel Goldstein the visa bill in question.

It was MSA to adjourn at 10:33 pm EST.

Respectfully submitted by:
Sally Dillon
USMS Secretary