

United States Masters Swimming Executive Committee Conference Call

December 5, 2006

FINAL

Action Items:

None.

President Rob Copeland called the meeting to order at 7:34 p.m. EDT. Also present were Meg Smath, Julie Heather, Leo Letendre, Tom Boak, Tracy Grilli, Mark Gill, Mike Heather, Jim Miller and Patty Miller.

Officer reports

VP of Member Services:

Mark has talked to most of his committees. USMS Editor Bill Volckening has requested that the EC supply information for the USMS news section in *USMS Swimmer*. Julie will summarize the activity of the Club Development Task Force. Meg will send Bill a summary of future minutes. Mark also indicated that Virginia Sowers, the managing editor at DMC, has resigned. Her replacement is Bill Edwards.

Vice President of National Operations:

Leo's committees are working on formulating their goals.

Long Distance is very active as usual, with coordination of their championships and revising their various documents and calendars.

Officials is very active, with proposed goals to be discussed next week at their first conference call.

Rules has been actively working on proofing the changes to the rule book passed at the last convention.

Registration has been working on getting all registrars to keep up with the numerous changes in the registration software and other standard end-of-year issues. Leo noted that Southeastern LMSC Registrar Jean Fox recently had heart bypass surgery, and we all wish her a speedy recovery.

Leo has continued to work on the issue of dual sanctioning of meets with USA Swimming, and has reason for optimism that the problems will be worked out.

Vice President of Local Operations:

Julie reported that the goals for the *Records and Tabulation Committee* for 2007 are:

1. The Top 10 Procedures subcommittee will make recommendations for modifying the Top 10 and records processes.
2. Pool measurement procedures will be clarified and distributed.
3. A pool measurement database will be developed, with the goal of making it available online.

The goals for the *Zone Committee* for 2007 are:

1. Run the 2007 elections.
2. Create an LMSC tools section for the USMS website.

3. Have all LMSCs submit annual meeting minutes and financial reports.
4. Compile LMSC delegate reimbursement procedures.
5. Separate Election Operating Guidelines into policies and procedures for the new policy manual.

Julie has given her proposed membership list for the Club Development Task Force to Rob for comment and approval. She hopes to schedule a conference call before the end of the year. The task force will be small, and concentrate on the big picture. Rob approved the members of the task force, who are Tom Boyd, Mo Chambers, Nadine Day, Carolyn Boak, Jeanne Ensign and Jim Wheeler. Employees and others will be called upon as subject-matter experts and for implementation.

Vice President of Community Services:

Mike polled his chairs for a list of committee goals for the upcoming year on October 26. These are the responses, paraphrased and sometimes shortened.

Marketing.

1. Review existing literature to ensure a unified look and feel, develop new literature for emerging markets, review and update the planner, develop strategy for conveying an organizational image (integrated marketing communications). This task involves an analysis of the image we currently convey to all possible markets through all possible media and whether or not that image is consistent. This will be a go-slow item until the executive director is in place.
2. Develop a strategy for club growth and swimmer retention. This will be in conjunction with the Club Development Task Force.
3. Implement the Club-in-a-Box Program, which is approved and budgeted for 2007.

Fitness.

1. Work more closely with the Coaches Committee through a liaison from Fitness.
2. Generate ideas and compose articles for *USMS Swimmer* and the website.
3. Reach out to fitness swimmers who are not registered with USMS.
4. Evaluate fitness events, such as virtual swims, to determine their impact and viability.

Planning.

1. Implement the VVMOST exercise and coordinate with other committees to oversee their VVMOST processes. Lucy Johnson is starting VVMOST with the Planning Committee.
2. Look at local development (e.g., convincing facilities to host or allow programs). This will be in conjunction with the Club Development Task Force.
3. Continue interpretation of the mission and goals and objectives of USMS.

Sports Medicine, Health and Safety.

Mike has had no response from the chair, but their goals are fairly well set in the minutes of their convention meeting, which are:

1. Institute a lecture series to be held at Short Course Nationals.

2. Assemble and post on the web some of the lecture series recorded at the World Championships.
3. Write upbeat articles for *USMS Swimmer*.
4. Activate several subcommittees to perform various tasks such as Policies and Procedure, Ask the Doctor column, Safety, Research.

Mike also noted that the AAF Rose Bowl will soon institute a policy of requiring all masters swimmers to register with USMS (approximately 100 new registrations possible).

Legal Counsel:

Patty reported that USMS trademark registration applications are ready to be filed with the U.S. Patent & Trademark Office. The applications will be filed by Cooley Godward, the California law firm that is providing us pro bono services. The firm, including Leianne Crittenden's husband and his team, has been quite helpful. This has been a long process of identifying our marks, documenting first dates of use and pulling together specimens. Several people, such as Barbara Dunbar, Mel Goldstein, Meg Smath and Tracy Grilli, provided valuable information and specimens. We will be registering four marks for several different uses.

Mel Goldstein continues to engage successfully with corporate partners, requiring contracts to memorialize the arrangements. In the past couple of months, Patty and Mel have worked together on three renewals and one agreement with a new partner.

Patty has prepared renewal agreements for review by the president and our financial team for two USMS contractors for whom previous agreements expire at the end of the year.

She has responded in the past couple of months to random inquiries that came her way on such topics as grievances, club incorporation and not-for-profit status, and review of agreements. Rob asked if it would be a good idea to compile best practices for clubs. Patty said that clubs would need to contact a local attorney about incorporation, as laws vary from state to state.

Secretary:

Meg deferred comment until discussion of the NBR policy manual.

Past-President:

Jim has begun putting together the IT Task Force. He would like to put the structure together, and then bring the concept to the midyear Board of Directors meeting for approval.

Treasurer:

Tom deferred comment until discussion of the World Championships.

President:

Rob has been approached about organizing an international meet in the U.S. next year. He suggested that The Woodlands, host of 2007 Long Course Nationals, could extend an

invitation to our foreign neighbors, including all the federations south of the U.S. and Canada. Jim will get a list of contacts from ASUA for The Woodlands to contact.

National Office Administrator:

Tracy reported that appendix E of the rule book has been updated and sent to Rule Book Coordinator Susan Ehringer. She has emailed all LMSC chairs and registrars, requesting their rule book and mini-rule book orders. This list will be merged with the list of complimentary rule books, and labels will be made and sent to the printer, who will mail them as soon as they are able.

The USMS Directory is in the final stages. Doug Garcia will be merging the contact information with the photos Dick Sidner took at convention, and sending it to Tracy for a final review.

The LMSC Handbook is in the final stages also. She is just waiting for the final 2006 membership numbers from Esther Lyman for the General Information section, the Certificate of Insurance from Sandi Blumit and clarification from Patty for the Bylaws section. Once she has received all information, all files will be zipped and sent to Jim Matysek to post on the website. Once posted, an email will be sent to all cost-center heads with the link; they will also be given the option of having a hard copy sent. Email files and the link will be sent to the applicable officer from each LMSC, who will also have the option of receiving a hard copy. The file will be sent to Gateway Printing, who will print one full copy for each LMSC chair and registrar (and whatever other sections are requested) and mailed.

Executive Director update

The Search Committee had a conference call last week, and discussed where we stand now that the new job description has been posted at Teamwork Online. There have been quite a few hits to the website. Committee Chair Laura Winslow and our representative from the search firm have been looking through résumés along with the entire Search Committee. They have narrowed their focus down to about a dozen candidates, who will be asked additional questions. Jim noted that he had been concerned that the candidate field would be weaker as the process has gone on, but instead he has been impressed with the quality of the résumés. The Search Committee has been more actively involved in the process than in the past, in part because this is the first time that all résumés have come to the entire committee for consideration.

Midyear meeting

Rob announced that the meeting will be held at the Comfort Inn Airport and Conference Center in St. Louis. The hotel provides free Internet access. A conference room has been reserved, but we still need to work with our local contact on a practice schedule and to arrange transportation for workouts. Meg will email the Board to ask who will be driving to the meeting, since that could affect our transportation needs. Webmaster/IT Director Jim Matysek will arrive Thursday afternoon and be there through Friday morning's meeting. Rob asked anyone who has agenda items for the EC meeting to send them to him. Send any items for the BOD agenda to Meg. We will contact Victor Buehler and ask him to send the LCD projector to the meeting.

World Championships

Tom sent the latest budget spreadsheet to the committee; it compares all budgets up until the local organizing committee's last report. So far a relatively small percentage of hotel surcharges has been collected. Still to be resolved is an additional large amount billed by the limousine company. Tom and Rob will go to California to meet with the LOC and go through everything in detail to figure out how we're going to get to a bottom line. Rob, Tom and Mark will also be having a conference call with Michael Moore after this meeting. Tracy noted that results have not yet been mailed.

USMS intends to release financial reports to future FINA hosts, in order to provide them with as much information as possible for a successful meet. We will not be able to share the entry software, but its design details will be shared. Jim suggested we proactively offer this information to future hosts since in the past this has not been offered.

Corporate partners

Our goal is to strive for consistency with the tiers we offer our partners. Patty suggested we discuss this further at our midyear meeting.

Prostate Cancer Foundation

Rob received email from the Prostate Cancer Foundation, which would like to partner with USMS to raise funds. They have been in contact with The Woodlands to work something out with Long Course Nationals, perhaps by having a checkoff on the entry form. Mark cautioned against tying up our National Office staff with this. Tom, as meet director, will keep everyone informed of any developments.

NBR policy manual

Meg has edited the policy manual and sent it to Rob, who forwarded it to Patty and NBR Chair Jack Geoghegan for review. We hope to have it ready to go in a month or so.

Online event entry and membership registration

Jim encouraged meet hosts to use outside vendors for event entry, as long as vendors meet USMS's requirements for recordkeeping and ensuring the validity of electronic signatures on waivers. Mark would like to compile a list of preferred vendors, who would understand our requirements and be willing to follow them. One requirement will be that event entry be tied into our national registration database. Mark used a vendor with a meet he ran in Louisville last month and it worked well. Mark will take the lead on compiling the list of preferred vendors, working also with Jim Matysek and Patty.

For online membership registration, Leo has been adding fields into the registration software, including a Places to Swim entry. Mark said the requirements document is close to being ready to show to vendors for follow-up questions. The consensus was that we now have enough information to put together a Request for Proposals. Mark and Leo will run the RFP through Patty and any other necessary subject-matter experts.

ISHOF

ISHOF CEO Bruce Wigo has spoken to Rob about joint membership between USMS and ISHOF and other opportunities to more closely align the ISHOF and Masters swimming. Rob asked Bruce to put together a proposal, which will be presented to the Board at the midyear meeting.

Rob also noted that the Ad Hoc ISHOF and IMSHOF award nominating functions have been folded into the Recognition and Awards Committee.

Adjournment and next meeting

Meeting adjourned at 9:45 p.m. The next Executive Committee meeting will be at the midyear meeting.

Meg Smath,

Secretary