

United States Masters Swimming Board of Directors Meeting January 24, 2012

FINAL

Action Items: None

Nadine Day - President called the meeting to order at 8:33 p.m. EDT. Also present were: Michael Heather -VP of Administration, C.J. Rushman -Secretary, Ralph Davis- Treasurer, Ed Tsuzuki- VP of Local Operations, Dave Diehl-VP of Programs, Jody Smith -VP of Community Services, Patty Miller-Legal Counsel, At-Large Directors; Chris McGiffin (Colonies), Phil Dodson (Great Lakes), Anthony Thompson (Breadbasket Zone), Maria E. Williams (Dixie), Hugh Moore (Northwest), Jim Clemmons (Oceana), Don Mehl (South Central), Executive Director - Rob Butcher; Past-Presidents Rob Copeland, Jim Miller, and Nancy Ridout.

Not present: Jeff Moxie -Immediate Past President, At-Large Directors; Phil Whitten (Southwest Zone), Past Presidents - Ted Haartz, Dan Gruender, Mike Laux and June Krauser. Past Presidents Tom Boak and Mel Goldstein are recused from the BOD due to their contract positions with USMS.

Agenda Items:

ED Report – Rob B: The National Office hosted its winter workshop the week of January 16. In his first two weeks on the job, Bill Brenner has been making phone calls to coaches committee members and listened in on the coaches' committee monthly call. This is valuable feedback for Bill so he can understand the landscape. The coaches committee, under Scott Bay's direction, will be responsible for curriculum development of Level 1, Level 2, and Level 3. Craig Keller has been retained as a contractor to author the curriculum and exams. Ben Christoffel is providing the stroke video taught during certification. Bill will be responsible for managing the Masters coach certification program, including scheduling, certification recognition, and our ASCA partnership. Club coordinator contractors Mel Goldstein and Susan Ingraham will channel their energy to supporting clubs, chapters and identifying new locations to establish Masters programs. Sponsor partner Myrtha Pools delivered a presentation to the staff. Myrtha will be able to help us target facilities to grow new Masters programs. In addition, Myrtha is a major supporter of our summer nationals. A substantial amount of workshop was invested in discussion and "white boarding" our digital presence. Jim Matysek led the discussion on our usms.org redesign. The major themes for the redesign were content generation, content management, navigation and look/feel. Jim, Laura Hamel and Rob Butcher will be responsible for the redesign. The redesign will be implemented later this year. Luke Shaheen provided a demo of our new online sanction database program.

Tom Boak is our meet director and will provide a more thorough update at the board meeting. In addition to elevating our brand and enthusing/recruit new sponsors, we are committed to shrinking our projected --\$72,000 net loss for the summer nationals. Marriott will be our title sponsor. Three presenting partners have been secured (Myrtha Pools, Omaha Sports Commission, and Methodist Hospital). Advance hotel bookings are solid indicating positive interest. The Nebraska LMSC is very engaged. Promotional plans include register to win expense paid hotel lodging, Olympic Trial tickets, autographs, and entry into the Rowdy & Misty swim clinic; a high energy, :60--second promotional video; outreach phone calls to large clubs in surrounding LMSCs; phone calls from Rowdy and Misty to competitive Masters swimmers; an ad in the club welcome kits; ads in *SWIMMER* magazine; and frequent promotion via our social media channels. The majority of the promotional plan is "call to registration action" and will coincide when registration opens. Results from our membership retention plan were reviewed. Club registration is near 700 and is an all time high. We are pacing close to 2,000 registrations ahead of the same date last year. Rob B will share more detailed membership information at the board meeting.

Chris LaBianco, Susan Kuhlman and Rob Butcher are staff responsible supporting SSL initiatives. More than 1,500 members have so far contributed to SSL during member registration and/or mailed in contributions. We project by year end more than 2,500 contributions will be made. Susan and Rob are responsible for donor recognition/thank you. Chris is leading solicitation and developing programming initiatives. Doug Church will be providing a more thorough SSL report at the board meeting.

President's Report- Nadine Day; USA Swimming Liaison: Ted Haartz: Ted has been sending the BOD emails on current issues with USA Swimming. At this time there is nothing to report from USA Swimming. Ted will be attending the USA Swimming BOD in Colorado Springs, which is at the same weekend as the USMS BOD meeting.

Green Task Force: Maria Elias-Williams nothing to report.

IGLA Liaison: nothing received; Bruce was sent an email invitation regarding the USMS BOD meeting. IGLA Championships will be at Federal Way in 2013.

FINA: Nancy will be celebrating her 70th birthday and will not be attending the BOD meeting in person. She is trying to get an update on the officials' selection for the FINA World's Masters Championships. The host brings forth recommendations to FINA. FINA Masters technical committee will make the final decision.

FINA/UANA: We received a conditional grant from FINA to host a Master's Certification Curriculum in Ft. Lauderdale in May. Status to be determined.

USAS: Convention schedule is still in draft format and USAS requested a FINAL version by March 1st. Maria and Tracy will be attending the pre convention meeting during the last week of March.

Rulebook was done on schedule. Appendix E: The EC agreed that Appendix E will include committees and committee members. We understand that committees might change. I have requested that all corrections be submitted to me no later than the end of January. We will be able to update the online version to reflect accurate membership of the USMS committees. Everyone should have received a 2012 Rule book.

Policy committee: Betsy Durrant (chair), Maria Elias-Williams and Meg Smath are still waiting on committees to submit committee's policies to the Policy Committee. Betsy has been working with Anna Lea to ensure the current BOD policies are available online. Previously, the BOD discussed that when updates are done to the Guide to Operations, the BOD should be informed.

Compensation and Benefits: Sarah Welch, who is the chair, will be attending the BOD meeting and presenting the recommendations from the committee on the ED 2011 Bonus and ED 2012 Bonus Goals.

BOD Appeals Panel: Hugh Moore, who was the chair of the BOD Appeals Panel, will present the panel's decision during the BOD meeting. Thank you to the BOD Appeals Panel-Hugh Moore (chair); Ted Haartz, Chris McGiffin, CJ Rushman, and Ralph Davis

Membership Product Task Force had their first conference call last night. Jill Gellatly (chair), Mike Heather, Ralph Davis, Leo Letendre, and Betsy Durrant; Anna Lea (staff liaison)

VP of Administration – Mike Heather: The rules committee report was sent to the EC and included in its minutes. It is posted here as a courtesy.

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Work of the Rules Committee for the last quarter of 2011 has included:

1. A final report of rule changes adopted by the HOD, including USA Swimming changes that impact Part 1, was prepared, proofread by the Rules Committee, and submitted to the Rule Book Coordinator for the 2012 Rule Book.
2. Rules Committee members were assigned sections of the draft of the 2012 rule book for proofreading. This is very detailed work requiring comparing the language of the draft to that of the final report of adopted changes, looking for spelling/punctuation/spacing/indenting errors, proofreading all the sequential numbers separately from the language, and proofreading all the references to other articles of the rule book. Some of this requires proofreading in other parts of the rule book also.
3. The following rules differences documents were updated for Appendix B by the chair and several committee members: Differences Between USA Swimming and USMS Rules Differences Between NCAA Swimming and USMS Rules Differences Between NFHS Swimming and USMS Rules Information for USMS Participants at FINA Events This requires comparing USMS Part 1 to the corresponding sections in each of those organization's rule books.
4. The tables of major Rules Differences among all the swimming governing bodies in the US and the calendar of events for all those organizations for the OKI (Our Kids Initiative) website were also updated by the chair for USMS changes.
5. The chair submitted language for "Major Changes" for 2012 rules to the Rule Book Coordinator.
6. The Rules Committee met to consider a request from the Championship Committee for a suspension of article 104.5.4B(2) to allow publication of 2012 long course nationals information in an earlier issue of SWIMMER magazine. The committee gave its advice and consent to the USMS Board of Directors to take immediate action to suspend 104.5.4B(2) for that purpose.
7. Monthly Rules articles have been submitted to Streamlines and many questions about rules have been answered.
8. The committee will next finalize committee operating policies for submission to the Board.

The Legislation committee has an off year and has not yet met. This is what was filed:

The committee was busy from the end of convention through November. We got all of the updates for the Rule Book added, and determined which were the major updates. We then did a proof read of the Rule Book and got it to the Coordinator. The 2012 United States Masters Swimming Code Of Regulations And Rules Of Competition is available online, but we have not yet received our hard copies. 2012 is a Rules year so we will not be able to do much work. We will be doing some housekeeping with the Glossary and Index.

Now that I have been involved in a couple grievances, I think Part 4 of the Rule Book needs some updating. When it was written, there were no grievances, so it was tough to work through every rule and process. Now that we have gone through a few, I would like to get input from the NBR Chair and LMSC Chairs that have used the process to see how it can be improved and streamlined.

Our work will continue once the 2012 Rule Books are ready.

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Championship has continuing work preparing for both Nationals. I have been kept informed on all levels and am satisfied that they have all aspects of the process well in hand.

Registration has not filed any report.

All four committees are preparing their policy files for inclusion in the organization manual. I have an early version from Legislation already, forwarded by Rob Copeland.

The VPs have not yet had a meeting, I will attempt to schedule one while we are together in Georgia.

My TF duties: Volunteer roles: we have had several calls and have templates for many positions, with yet others to be discovered and filled out.

Membership product (dues structure): we have had one call to sort out future agendas, proposals should be ready for the next BOD meetings in Sarasota.

VP of Local Operations – Ed Tsuzuki:

All of the Local Operations committees continue to meet and are continuing work on their active projects. Policy documents have been finalized for the History and Archives and Records and Tabulation Committees. Recognition and Awards has completed their initial draft and the LMSC Development Committee is still working on theirs. I am including the completed policy documents as an Appendix to this document. (was going to just embed, but didn't want to lose them in conversion to pdf)

Highlights:

- **History and Archives** – The History and Archives Committee has submitted an abstract of the USMS presentation at the International Aquatic History Symposium and Film Festival (in May, 2012) for consideration by the IAHSFF Organization Committee http://iahsff.com/wp-content/uploads/2011/11/IAHSFF_2012_Call_of_Abstracts.pdf. The committee is currently identifying potential presenters. The committee has also completed their policy document (see appendix).
- **Records and Tabulation** – The Records and Tabulation Committee has completed a major revision to the “Guide to Operations,” which can be found at http://www.usms.org/admin/lmschb/gto_rectab_general.pdf. The revision will serve as a reference document that contains all the necessary rules, policies and duties of TTRs as well as the answers to “How do I?” questions as the TTR role and responsibilities have changed with the advent of End-to-end Event Management. The committee has also completed their policy document (see appendix).
- **Recognition and Awards** – The committee is continuing their discussion on the R&A Forum regarding USMS awards and whether recipients must be USMS members. The outcome of this discussion will also be included in their policy document, which is currently in draft form.
- **LMSC Development** – The LMSC Development Committee anxiously awaits board review of their recommended changes to the LMSC Minimum Standards policy (to be reviewed in Atlanta on January 28). Two subcommittees are up and running: Standards Surveying under the leadership of Rick Noeth, and Remediation under the continuing guidance of Chris McGiffin. The Zone Chairs will participate on the latter as well as other members of the committee.
- **E2EEM Task Force** – The E2EEM Task Force looks forward to announcing the launch of the enhanced calendar request and on-line sanction request process on January 31, 2012. This project has been the result of a strong partnership between the IT and membership staff and a very knowledgeable and motivated group of volunteers. The task force looks for strong leadership support in encouraging adoption of the new tool at the LMSC level.

VP of Programs – Dave Diehl:

OFFICIALS COMMITTEE:

Long Term Goal: To create a Safe, Fair and Consistent "Masters Meet Experience" for all Masters Swimmers across the country and within each LMSC; by developing a well trained, knowledgeable core of Masters Officials; through Recruiting and Education and providing them the tools needed to perform their functions.

Short Term Objectives:

The majority of our work will fall into three categories:

- **Documentation / Structure / Communications**
- **Training / Recruiting**
- **Support**

Documentation / Structure / Communications

- Review / Refresh Officials Section of LMSC Handbook / Operations Guide
- Update USMS Officials Forms - build repository
- Document Officials Committee Championship Stipend Policy
- Define Purpose and Use
- Document How to use
- Roles and Responsibilities
- Document USMS Nationals Officials Committee Liaison Position
- Purpose / Involvement at Nationals
- Expectations
- Refresh reporting form and process
- Develop repository of previous and future Liaison reports for use by National Meet Referees
- Update LMSC Officials Chair List
- Update List
- Identify LMSC's with No Officials Chair
- Invite LMSC Officials Chairs to join Committee Forum
- Establish semi-annual meetings with Officials Chairs

- Update National Championship Officials Database

Training / Recruiting

Training

- Develop delivery method for USMS Officials Training Material and Tests
- Develop tracking system for certified USMS Officials

Recruiting

- In conjunction with Training Roll Out - Develop Officials recruitment material for LMSC's to use

Support

Nationals

- 2012 Spring Nationals - Officials Application Complete - Distribute to all LMSC & LSC Officials Chairs; Post on USMS and USA web pages; Distribute to database of previous National Officials
- 2012 Summer Nationals - Officials Application Complete - Distribute to all LMSC & LSC Officials Chairs; Post on USMS and USA web pages; Distribute to database of previous National Officials
- 2013 Spring Nationals - Indy - Name Officials Committee Liaison
- 2013 Summer Nationals - Mission Viejo - Name Officials Committee Liaison
- Review / Refresh USMS Briefing Material - Develop Laminated Rule Difference Quick Reference Card
- Define role of USMS Officials Committee when it comes to support or tool development for:
 - LMSC Officials Chairs
 - LMSC Officials

Additional longer term objectives; such as a national database of "Masters Friendly" officials, with Geographic markers, that can be used by meet directors in need of officials to run their meets due a lack of availability in their own LMSC; will be added as we develop our committee.

OPEN WATER COMMITTEE:

In the wake of the 2010 death of swimmer Fran Crippen, the United States Lifesaving Association is looking to update its guidelines on open water swimming event safety. The nonprofit, professional association of beach lifeguards and open water rescuers has issued a call for comments and will review the issue at its April Board of Directors meeting. "We want everyone who organizes these events to know that we're looking at this and that they have the opportunity to provide input," said B. Chris Brewster, president of USLA. "Absent any other guidelines, these recommendations tend to be de facto standards. ..." The current guidelines were developed in 2005, at the behest of USA Triathlon. And there has been a

surge of interest in tri-athlon events and open water swimming events since then, Brewster noted.

Crippen, an elite level athlete, died while competing in a 10K race in the United Arab Emirates, prompting investigations by USA Swimming and FINA. Only USA Swimming issued recommendations based on the findings, which will be taken into account by USLA as it undergoes its review.

“The USA Swimming manual for conducting these events has a fairly limited area for safety. It’s bigger picture,” Brewster noted. “What we tried to create ... were the elements that should be taken into account. Each event has to adapt to the local conditions.” Industry professionals may submit comments through March 31 at usla.org/swimeventsafety. The USLA Certification Committee will review all comments submitted and develop recommendations in April. Ratifying any changes to the open water swimming event guidelines will be the main agenda item for the committee, said Tony Pryor, committee chair.

“We’re looking for what the trend is now and what [people] think should happen,” he said. “If we can improve and create something that’s more safety oriented, that’s our whole goal.”

LONG DISTANCE COMMITTEE:

Long Distance Committee Goals (CG) – that support the USMS Strategic Plan (SP)
Strategic Plan: Enhance the volunteer experience and improve volunteer performance through role clarity, training, recognition, and recruitment. Committee Goals: Continue to enhance new committee member experience through shadowing and mentoring experienced members.

- CG: Reach out to LMSC volunteers to help coordinate OWNC event details.
- CG: Continue to refine the Liaison responsibilities and communications with event hosts.
- SP: Create and enhance membership value through expanded and improved USMS products, services and delivery infrastructure.
- CG: Continue to work with the USMS Home Office to recognize and publicize USMS sponsorship for the NC events .
- CG: Continue to work with the USMS Home Office to ensure banners, displays or other merchandise is delivered to event hosts and distributed to membership entered in the events.
- SP: Increase awareness of and strengthen the U.S. Masters Swimming brand and image in targeted markets.
- CG: Same as above.
- SP: Engage and activate partnerships with organizations that align with the USMS mission, vision and values, for the purpose of increasing benefits to our members, enhancing and expanding the USMS brand, building USMS membership and improving access to swimming facilities.
- CG: Same as above

VP of Community Services – Jody Smith – All Three Community Services Committees:

- Committees and Sub-Committees are active and engaged

- All are in the process of activating the USMS Forums for committee communications

Coaches Update:

- **Masters Certification:** This sub-committee is working with the contractor, Craig Keller, to provide the revised curriculum for Level 1 & 2 and a draft for Level 3. Levels 1 & 2 should be ready by early February. There is interest from other countries in our model and FINA has provided a conditional grant for a clinic in Ft. Lauderdale in May. This committee is continually working to improve the process for attendees from registration to post clinic recognition.
- **International Coaching:** This is a motivated and organized group of committee members and coaches. They have started a Facebook page (USMS at 2012 FINA Masters World Championships – Riccione, Italy). They are requesting a link from the USMS website to the Facebook page as well as a link to an information sheet for USMS members traveling to the meet.
- **Communications:** Working on soliciting stories for various publications and developing more interesting presentation of coaches' information on the USMS website.

Fitness Update:

- **Go the Distance:** In an effort to reduce emails and confusion, the committee is working with Kyle Deery to better communicate the prize structure and delivery of prizes timeline to the participants. Discount codes for NIKE product are being offered to program participants on a monthly basis.
- General feeling is the Fitness Section of the USMS website needs to be more active/vibrant. New articles are not posted on Fitness Page on USMS website.
- Continuing work on a new Fitness Project that encourages members to do one of six experiences and then write about it. The intent is to engage and motivate swimmers and to generate interesting content and inspiration for other members.

Sports Medicine & Science

- Coordinating with Swimming Saves Lives regarding health related screenings at USMS National Championships.
- Doing initial work on a portable Sports Medicine & Science display. This effort will be coordinated with any other USMS displays done for Nationals.
- Health Network – Needs to be updated. Current members are very interested in continuing. Solicitations for new members are going out in Streamlines (all versions). Treasurer – Ralph Davis; Held a meeting about the gift acceptance policy and will send draft document to Board for review.

Immediate Past President – Jeff Moxie; No report given.

Legal Report – Patty Miller; No legal matters to report.

Volunteer Engagement- Chris McGiffin; The Roles and Responsibilities for Volunteers ties back to the Strategic Plan. The templates were posted to the forum for review by the Board. UANA members new voted members to their Board, with Jim Miller and Mel Goldstein remaining on the committee.

Governance update – Anthony Thompson; The survey data has been provided to Board Source. Nadine asked that the results could be forwarded onto the Board.

SSL Update – No report given.

- Old Business –
 1. A reminder that Board members need to register with USMS for 2012 in order to be eligible to vote at the Board meeting.

- New Business-
 1. Nadine has recommendations for members of the Ad Hoc elections committee for MSA to approve Michael Moore, Jerry Clark, Susan Kirk and Dan Cox. She will name the chair person after a discussion with the members.
 2. Nadine will be sending the agenda and the handouts to the Board prior meeting this weekend in Peachtree City, Georgia.
 3. Nadine asked the Board to review the dates of the summer meeting and get back to her with your choice.

The next Board call will be Tuesday February 21st at 8:30PM EDT.

MSA – to adjourn the meeting at 9:10 p.m. EDT.

Respectfully submitted,

C.J. Rushman
Secretary