

**Action Items:**

- **MSA – To accept the draft 2011 audited Financial Statements as revised and the 990 tax return, both recommended for approval by the Audit Committee.**
  - **MSA – The Board of Directors approves an honorarium to Tom Boak for his efforts as meet director for the 2012 Marriott Summer Nationals.**
  - **MSA – The Board accepts the report from the membership product task force.**
  - **MSA- The Board of Directors approves the Spending policy as recommend by the Investment Committee.**
  - **MSA – Board of Directors approved the consent agenda items.**
  - **MSA – The Board empowers the Executive Director to continue conversations with USA-Swimming regarding holding long course Nationals in the Olympic Trials pool.**
  - **MSA – The Board accepts the report from Nancy Ridout the FINA Technical Committee Representative regarding the World Championships held in Riccione, Italy.**
  - **MSA- The Board approves the use of 10 Thousand dollars out of the endowment fund to help offset cost for the 2012 Marriott USMS Summer Nationals.**
  - **MSA- The Board moves to use 8 Thousand dollars from the Swimming Saves Lives to support the college grant programs.**
  - **MSA - to move to defer the remaining items of the SSL Grant Request until we have more formal process from the SSL.**
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**Friday, July 20, 2012**

Nadine Day - President called the meeting to order at 6:08 p.m. EDT at the Courtyard Marriott Sarasota in Sarasota, Fla. Also present were: Michael Heather -VP of Administration, Ed Tsuzuki- VP of Local Operations, Jody Smith-VP of Community Services, Dave Diehl-VP of Programs, C.J. Rushman -Secretary, Ralph Davis- Treasurer, Jeff Moxie-Immediate Past President, At-Large Directors; Phil Dodson (Great Lakes), Chris McGiffin (Colonies), Maria Elias-Williams (Dixie), Anthony Thompson (Breadbasket Zone), Jim Clemmons (Oceana), Don Mehl (South Central), USA-Swimming Liaison – Jeff Gudman, Executive Director - Rob Butcher; Past-Presidents, Rob Copeland, Ted Haartz, Nancy Ridout, and Tom Boak.

Not present: Patty Miller - Legal Counsel, Phil Whitten (Southwest Zone), Hugh Moore (Northwest), Past-Presidents Dan Gruender, Jim Miller, Mike Laux, and June Krauser.

Audience members include: Susan Kuhlman.

### **Agenda Items:**

Nadine welcomed everyone to Sarasota for the summer meeting.

**Northern Trust Investment Presentation** – Erica Muncy and Jackie Miller of Northern Trust Company provided an overview of our investment direction and return. Ralph gave an overview of the investment committee strategy and policies.

**Kerkering-Barberio Audit Presentation** – There were no found deficiencies during the audit process. USMS's disaster recovery plan has been formalized in writing. There has been a constant growth over the past four years in the total net assets. **MSA to accept the draft 2011 audited Financial Statements as revised and the 990 tax return, both recommended for approval by the Audit Committee.** The question was asked separately by the Board, to both the Auditors and Staff, if there were any issues during the audit. Both groups responded no issues.

A motion is made for the Board of Directors to recess for the day at 7:30 p.m. EDT.

### **Saturday, July 21, 2012**

Nadine Day reconvened the meeting on July 21<sup>st</sup> at 8:37 a.m. EDT at the Courtyard Sarasota in Sarasota, Fla. Also present were: Michael Heather -VP of Administration, Jody Smith-VP of Community Services, Ed Tsuzuki- VP of Local Operations, Dave Diehl-VP of Programs, C.J. Rushman -Secretary, Ralph Davis- Treasurer, Patty Miller - Legal Counsel, Jeff Moxie- Immediate Past President, At-Large Directors; Phil Dodson (Great Lakes), Maria Elias-Williams (Dixie), Chris McGiffin (Colonies), Anthony Thompson (Breadbasket Zone), Jim Clemmons (Oceana), Don Mehl (South Central), Hugh Moore (Northwest), Phil Whitten (Southwest Zone – via conference call), USA-Swimming Liaison – Jeff Gudman, Executive Director - Rob Butcher; Past-Presidents, Ted Haartz, Nancy Ridout, and Tom Boak.

Not present: Past-Presidents Dan Gruender, Jim Miller, Mike Laux, and June Krauser.

Audience members include: Tracy Grilli, Laura Hamel, Susan Kuhlman, Kyle Deery, Luke Sheehan, and Jim Matysek, Anna Lea Matysek, Mel Goldstein and Bill Brenner.

### **President's Update by Nadine Day**

Attended the FINA World Championships and met with the members of the FINA Masters committee and other country representatives. I have learned that we are fortunate to be our own self-governed organization. I want to work more on developing international relationships.

Attended the Olympic Trials and the Marriott USMS Summer Nationals. I strongly believe that BOD did great in supporting the USMS marketing presence in the AquaZone and staff did excellent in budgeting and activating the event. We did a great job with branding and promoting our image.

The Marriott Summer Nationals was an event that both staff and volunteers made a success. The BOD should be commended for its fiduciary oversight, strategic planning, and provision of resources.

### **Executive Director Update by Rob Butcher**

Staff is supporting our four strategic priorities:

Strategic Priority #1: Enhance the volunteer experience and improve volunteer performance through role clarity, training, recognition, and recruitment.

- Anna Lea is participating in the Volunteer Task Force providing insight and perspective
- Anna Lea and Tracy continue to provide training to new LMSC volunteers
- Nearly all staff members are participating in Convention workshop presentations

Strategic Priority #2: Create and enhance membership value through expanded and improved USMS products, services and delivery infrastructure.

- Tracy has been an active member of the Membership Products Task Force
- Staff is brainstorming the benefits and value of a Coach membership
- A digital version of SWIMMER magazine is in process
- Our Masters coach certification, that Bill Brenner will lead the discussion, has become a full fledged business practice for USMS
- The staff is in the redesign process of usms.org that would lead to a USMS mobile application

Strategic Priority #3: Increase awareness of and strengthen the U.S. Masters Swimming brand and image in targeted markets.

- Hosting of our Nationals in the Trials venue
  - Raise the awareness for Masters swimming and the USMS brand
  - Enthuse our constituents (i.e. members and sponsor partners)
  - Perform better than the \$73,000 projected investment

Strategic Priority #4: 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.

- In the past six months, we have been to the headquarters of USA Swimming, USA Triathlon and ASCA

General National Office Updates

- Our Disaster Management plan has been drafted and approved by the Audit Committee

- Our office renovation project has been completed. With the renovation, we can seat a total 12 staff members
- With the financial performance of the Summer Nationals and better than projected growth in membership, we anticipate our 2012 annual budget will have a slight surplus

### **Club and Coach Services Update** by Bill Brenner

Bill gave a presentation on the direction of Club and Coaches Services. Bill gave a brief explanation on the Masters coach's certification program including Level One, which deals with coaching philosophies and learning with to work with adults, and Level Two which is focused on stroke technique. The Level three certification will have interactive workshops that will help coaches developing things such as a budget, their support network, etc. Level three will be taught for the first time at convention in Greensboro. Club and Coaches Service partners with LMSCs to host certification. The goal of certification is to educate coaches, empower them, provide professional tools that will lead to better operated clubs and servicing of members. Bill spoke about the resources such as the Club and Coaches Services website and access to communication with staff and how Bill and his staff can help clubs. Bill shared about his visits to ASCA, USA Swimming and USA Triathlon. Bill commented that if a facility has a Masters program, the facility is likely to be more successful in the long term.

Tom asked how long the Level 3 course is. Bill responded it is 6 hours and we need 15 attendees for each certification to financially break-even. Bill commented that the remaining course schedule is listed on the website.

Jody asked is their goal for the number of instructors and how are they being training. Bill said that he interviews the candidates, and works with Scott Bay, Chair of Coaches committee to see if that individual is viable. Jody asked about the long-term plan for certifications. Bill said that there are over four thousand coaches, so there is a tremendous upside.

Anthony asked what is CCS doing to help areas that are not as developed. Nancy said that this program is a wise investment of USMS resources to develop coaches. Ed asked if a data base of all coach's certification attendees has been developed to be able to provide LMSCs with feedback on LMSC participation as well as be able to map national coverage, identify future opportunities (where there has not been coverage) and correlate coach's certification to membership growth. Mel indicated that this was being developed.

### **IT Assessment** by Jim Matysek

PTI, our independent review firm, provided the board a webinar with recommendations. Jim shared the report and recommendations for those BOD members unable to attend the webinar.

Online sanction database

- About 160 events approved through new sanction process since it became live in February.
- Increased visibility of LMSC sanctioning practices through a centralized database has allowed staff to work with LMSCs to improve their processes.

#### USMS.org redesign

- Goals of the redesign included
  1. Add a fresh look to our online presence
  2. Improve navigation
  3. Add a mobile phone view (phase 2)

Discussion ensued about USMS migrating to a cloud based service option, upgrading our software, safeguarding our digital content, and cost implications for necessary updates. Our new programmer Jeff Perout is also starting in August.

The Board of Directors goes into Executive Session at 11:15 a.m. EDT to discuss the updates presented. The Board of Directors comes out of Executive Session at 1:00 p.m. EDT. **MSA – the Board of Directors approves an honorarium to Tom Boak for his efforts as meet director for the 2012 Marriott Summer Nationals.**

#### **Summer Nationals update by Tom Boak**

Much more detail will be in the final report but I wanted to share some things with you now.

- The warm up pool was the second best pool ever
- The competition pool was the best – thank you, Myrtha Pools
- The staff, the officials and the local volunteers were superlative
- Omaha was a great place to hold this event. The proximity to everything made it an easy place to be and the people of Nebraska were wonderful
- The only real negative was the difficulties we had with the hotel vendor. I have since learned that some with USA Swimming had the same problems with the company. Special attention needs to be paid to this if we do it again in the future.
- Working with the CenturyLink Center presented some challenges, particularly with concessions. Fortunately, the staff went out of their way to be helpful.
- Anticipated total revenue \$41,483.17 better than approved budget (-\$72,937) and my forecast dated May 17th (-\$63,153). The impact will be to reduce the projected deficit to \$21,670 before expenses
- Although expenses are currently projected to be under budget, the major invoice from Omaha Sports Commission has not been received.
- Overall, I expect that we will finish with a deficit close to \$20,000.

This event was a major step forward for USMS. I have been asked by many if we should do this again and my answer has consistently been a resounding “Yes”. Tom gave kudos to the Nebraska LMSC, specifically Erin Sullivan and Sue Nutty.

### **Membership Product Task Force** by Jill Gellatly (via conference call with presentation)

Jill thanked the committee members. The goal of the MPTF was to create a set of recommendations in order to develop new membership product offerings. The task force gathered data by surveying 10,000 USMS members and our volunteer leaders. The task force was not asked to recommend an implementation strategy rather make overall recommendations to consider. There were three options presented that were designed to attract new members, improve retention and create membership value by offering more than one product. The three new offerings are; introductory, extended and multiple year membership.

Phil D asked was their consideration regarding Life Time membership. This option was considered and is also a consideration. Pricing was discussed and the committee intentionally discourages use of discounts and rather encourages creating more value. Ed asked did the committee review any other organizations renewal rate programs.

Mike said that the TF discussed and rejected a coaches’ membership among others. Tracy commented there needs to be standardization across the LMSCs to implement any multi-year options.

Dave makes a motion to accept the report from the membership product task force. Rob C seconded. **MSA – The Board accepts the report from the membership product task force.**

### **Treasurer’s and Controller’s Report with Budget 101** by Ralph Davis and Susan Kuhlman

Topic presented included;

- Updated cash disbursement policy
- Controller’s letter
- Quarterly forecasts
- USMS/LMSC fee collection and exchanges
- Volunteer air travel paid in advance by USMS
- Reduced merchant services fees
- Staff Liaison to Audit Committee, Investment Committee and Swimming Save Lives
- Sarasota operations management

Projects;

- Recruit and hire Controller (Susan Kuhlman)
- Engage local CPA firm with non-profit expertise
- Investment Policy and Selection of Investment Committee

- Engage investment management firm with on-profit expertise
- Staff benefit delivery options
- Chart of accounts
- Financial systems software
- Staff training on Financial reporting
- Office remodel financial oversight
- Disaster recovery plan
- Gift Acceptance Policy
- Investment Spending Policy

Hugh asked Susan a question regarding the updated expense regarding the SSL and asked why the difference. Susan said that there was change in the direction of the Finance Committee.

Mike asked about *SWIMMER* magazine, and how two LMSC used to have their newsletters inserted in the magazine. Rob B said that it could be done but the LMSCs would be responsible for the incremental cost of mailing and the risk that the magazine is not delivered on time to members. Rob C asked is if the volunteer mileage policy impacted our expense. Susan said not under the current conditions.

Anthony asked about the activity on the asset sheet of a few Zones regarding the National Office holding on those dollars. Jeff Moxie gave the history as why those assets are being tracked by the National Office, not managed by the National Office.

Rob C asked Susan and Ralph should the Board be providing services back to members based on the positive budgeting. Susan said that the nature of USMS is conservative and thus it is best to err on that side and any monetary growth can be applied to the next year. Ralph said that we should continue to be diligent with our savings and that “things” will come up where we will want to invest our dollars. Tom said we have had a history of forecasting being under budget but have ended up on the positive side. Phil D wanted to recognize Ralph for his efforts. Phil D explained that the Investment committee developed spending policy up to percent of the current balance which is based on the investment earnings to be part of the budget planning. Ralph said this policy will be part of the 2014 budget. Jeff asked if the Finance committee approved this. Ralph and Susan said that they did. **MSA- The Board of Directors approves the Spending policy as recommend by the Investment Committee.**

**Volunteers Task Force** by Chris McGiffin - Patty thought the task force provided a lot of guidance, and asked for next steps. Chris said the charter of this task force was just to bring definition to the volunteer roles. Working with National Office was not reviewed at this time. Rob C said that a Frequently Asked Questions section could be developed and added to the

website. Chris M said that creating a volunteer resource on the web could help improve the volunteer experience for LMSCs, Zones and NO.

## **Officer's Reports**

### **VP of Administration-** by Mike Heather

#### **Championship Committee:**

For anyone who has never been on this committee, it is very organized and active. Discussions and Projects since Last Convention

1. Permitted swimmers to enter both distance events at Spring Nationals (20% of swimmers entering either the 1000 or the 1650 entered both). Of note, 21% of swimmers in the meet entered an event on Thursday – the exact same percentage as Mesa. Therefore the option to enter both events did not necessarily attract more distance swimmers but presumably pleased returning swimmers who wanted to swim both.
2. Established Local and Regional Club classifications for 2012 USMS clubs
3. Updated sample budget and developed a generic template for bidders
4. Updated Liaison Guidelines and Site Visit checklist
5. Updated Coaches hospitality policy to clarify on-deck coaches only receive complimentary hospitality on the day(s) they work
6. Changed policy to shift financial responsibility for vendor social event tickets from the host to USMS
7. Worked with Sports Medicine and Science committee to offer health screenings and informational materials at Nationals instead of lectures that were often poorly attended. The health screenings have been much more popular.
8. Procedure to allow swimmers to change their seed times after they've entered Nationals but prior to the entry deadline was tabled until at least next year. USMS will have to offer this feature for 2013 Pan AM's so we will observe its implementation to gather ideas.
9. Signed contracts with 2013 hosts and assigned liaisons (Debbie Cavanaugh and Kim Crouch for Spring Nationals and Barry Fasbender and Erin Shields for Summer Nationals)
10. Approved Order of Events for 2013 Summer Nationals (five day meet format warranted a special Order of Events)
11. Determined the Split Request procedure shall be determined on a case by case basis with Automatic Splits being an "opt in" versus the default option (the default option is for swimmers to fill out individual split request forms). However, the overwhelming majority of Nationals' hosts will likely use the Automatic Split option but this way the host is made aware of the specific requirements to offer this feature.
12. Submitted eight Rules proposals to Part I of the rulebook. Of note, we propose to eliminate the two-to-a-lane seeding option and to remove the requirement to publish the Nationals entry form in SWIMMER.

#### **Rules Committee:**

### **Discussions and Projects since Last Convention**



1. Proofread the 2012 rule book for the correct insertion of:
  - A. adopted USMS amendments
  - B. USA-S approved amendments that were adopted by USMS
  - C. reference numbers throughout the rules
  - D. corrections to the rule book that were reported throughout the year
  - E. additions to the index
2. Updated the “Differences” documents for Appendix B in the 2012 rule book (USA-S, NCAA, FINA, and NFHS rules differences) and submitted the USMS/USA-S rules differences to USA Swimming for publication in their rule book.
3. Submitted rules text for “Major Changes for 2012”.
4. The chair attended the “Our Kids Initiative” (OKI) meeting at Convention in September, shared the differences documents of swimming rules between USMS and other swimming governing bodies, and reviewed the USMS rules included in the OKI comparison of rules for all swimming governing bodies.
5. Answered all questions about rules including the following:
  - A. For breaststroke, a swimmer is not required to take one arm stroke completely back to the legs after the start and after each turn. It is an option; “After the start and after each turn, the swimmer may take one arm stroke completely back to the legs.”
  - B. For breaststroke, a swimmer is prohibited from taking a single dolphin kick before the first arm pull. “After the start and after each turn, a single butterfly (dolphin) kick, which must be followed by a breaststroke kick, is permitted during or at the completion of the first arm pull...”
  - C. A swimmer may appoint a counter for individual events of 16 lengths or more except for the individual medley (102.10.6A). A counter is permitted for short course meters 400 freestyle. Note that there is no warning signal for the 400 freestyle, because a starter or designee shall sound a warning signal in events 500 yards or longer (USMS 103.8.7). The count may be in ascending or descending order (102.10.6D).
  - D. Whistle signals are required for starts (101.1.1, 101.1.2A, and 103.8.5A).
  - E. Combined events cannot be called “Open” or “Choice” or any other such generic name. They can only be called events that are listed in article 102.5. Events of the same distance 200 yards or longer may be combined, but if the meet is to be seeded with combined events, the meet information must state that and list the event by the distance and the choices of strokes (e.g., free, back, breast, fly, IM) on the meet entry. Each swimmer must enter one of those strokes for that distance in order for the times to count for USMS Top 10 and records. Entering an event called “Open” or “Choice” will not count for USMS Top 10 and records.
  - F. The meet referee has the authority to combine events by distance and/or stroke (102.11.2, Change of Program).
  - G. Swimmers can wear traditional racing suits such as lycra/polyester briefs for men and hip-to-shoulder suits for women that may not be on the FINA-approved list if they meet the FINA swimsuit specifications: All swimsuits must be made from textile materials and have no fasteners except for a waist tie. Elastic is allowed in ends of the legs and in straps. A suit with a 2009 FINA-approval stamp would be legal if the suit is on the 2012 FINA approved-suit list. Two caps are allowed.
  - H. If the primary timing system is three watches and two of the watch times are missing or determined to be invalid, the remaining single valid watch time would be the official

time for that primary timing system provided it is supported by other information (103.17.3B[4]). A swimmer is not penalized for the failure of equipment or personnel.

I. All four swimmers on a relay must be members of the same USMS-registered club.

J. For competition at national championship meets, a Regional Club consists of a club made up of those swimmers who represent a club at nationals, but at competitions within their LMSC, they compete for an entity or subgroup (such as a workout group) that is different than the one they compete with at nationals. A club whose swimmers always compete for the USMS-registered club rather than for a workout group at every meet during the season is a Local Club for competition at national championship meets.

K. An aid or device such as a snorkel is not allowed (102.12.1E, 102.13.9, and 108.1.2B[3]).

L. In order to get an official time from a split at a meet, a swimmer needs to notify the referee in writing (e.g., fill out a split request form; 103.18.1, 105.2.2, and 105.3.6). (When automatic splits are done at nationals, the referee is notified in writing that splits are requested for all swimmers for all events except individual backstroke events; backstrokers have to fill out individual split requests prior to their races).

M. A swimmer who has legitimately transferred clubs close to the start of competition at nationals should notify meet management of that transfer prior to the start of the competition.

N. The breaststroke or whip kick may be used exclusively or interchangeably with the dolphin kick while doing the butterfly stroke at any time during the race. Only one breaststroke or whip kick is permitted per arm pull, except that a single breaststroke kick is permitted prior to the turn and the finish without an arm pull. A swimmer can do any number of butterfly (dolphin) kicks before and after the single breaststroke kick during one arm pull cycle as long as it does not exceed one breaststroke kick per arm pull.

O. A minimum of two people can fulfill the minimum requirement of four official positions (referee, starter, two stroke and turn judges; the referee and starter cannot be the same person, 103.2.1). A referee must be certified as a referee or, if certified as a starter or stroke and turn judge, must receive training on specific duties of a referee. Uncertified officials may serve as starters or stroke and turn judges if they receive training in the specific duties of the assigned positions and serve under the supervision of a certified official.

P. Dual sanctions can be granted by USMS and USA Swimming for meets hosted by either organization (the most common reason is to share resources). Meets can be seeded three ways; 1. combined (all swimmers seeded together as normally would be done and competing according to USA-S rules), 2. parallel (assign a set of lanes to USMS and a set of lanes to USA-S with separate stroke and turn officials for each set if possible and competing according to each organization's rules), and 3. interwoven (seed with complete heats of each organization, competing according to each organization's rules). Each organization must use separate warm up and warm down lanes. USMS swimmers who are also USA-S members but wish to compete as a USMS member at a dual-sanctioned meet must declare so prior to the competition either by entering the dual-sanctioned meet with the USMS number and signing the USMS liability release or submitting a "Declaration of Intent" form (found in the Guide to Operations) to the meet director and the LMSC Top10 recorder. (See Appendix B for more details.)

Q. Neoprene caps are prohibited due to buoyancy (102.12.1E and 103.12.9).

6. Published articles in *Streamlines* for coaches that address the most frequently asked questions about rules.
7. Reviewed and updated the Rules Committee policies as directed by the USMS Board of Directors.
8. Reviewed the Glossary and all of Part 1 and compared it to the applicable rules of USA Swimming, the Meet Director's Guide and contract for national championship meets, and the Guide to Operations and will present recommendations for changes/updates to the House of Delegates.
9. Provided a Rules Liaison to National Championship meets to assist with rules questions and rules interpretations and provided information for automatic split retrieval for official times.
10. Worked with the USMS National Office and the USA-S Disability Swimming Committee on updated illustrations for USA-S article 105 and USMS article 108 which are a USA-S/USMS proposed amendment that will first be considered by the USA-S House of Delegates. Both USMS and USA-S owe many thanks to Victoria Grilli for her extensive artistic work on the updated illustrations. The chair also attended the USA Swimming Rules & Regulations Committee meeting in June.
11. Established a subcommittee in cooperation with the USMS Sports Medicine and Science Committee to do further research on transsexual athletes and to make recommendations on transsexual athletic eligibility for USMS official times and competition based on gender. The subcommittee chair is Jessica Seaton and other members of the subcommittee are Carolyn Boak, Sally Guthrie, Mary Pohlmann, and Lianne Crittenden. All have extensive careers in the medical or legal fields.
12. Assisted committees with proposed rule changes.
13. Began work with the History and Archives Committee and National Office to ensure that a library(ies) of all past USMS rule books is available and that all past proposed rule changes and the accompanying rationales are available on the USMS website.

### **Action Items**

1. The Rules Committee approved giving its advice and consent to the USMS Board of Directors to suspend part of article 104.5.4B(2) to allow the long course nationals entry form for individual events and all meet information for the meet in Omaha July 5-8, 2012, to be published in the March-April 2012 issue of SWIMMER magazine instead of the May-June 2012 issue. (Articles in Part 1 can only be suspended between meetings of the House of Delegates by the USMS Board of Directors with the advice and consent of the Rules Committee and legal counsel [506.3.9]).
2. Approve as written; emergency notice of FINA/USA Swimming revised breaststroke interpretation (see text following #4 below).
3. The term "confirmation" in 105.1.7C means "confirmed by measuring".
4. Add the following to the policies and procedures for medical or religious exemptions for swimwear: The swimwear exemption letter presented to the meet referee at USMS-sanctioned meets must be that granted by USMS.

**NOTICE TO ALL USMS MEMBERS FROM THE USMS RULES COMMITTEE  
BREASTSTROKE  
Effective March 19, 2012**

USA Swimming has issued an updated interpretation of the initiation of the breaststroke arm pull to conform to the FINA interpretation (see box below). USMS Swimming Rules: Part 1 of the USMS Rule Book are based in part upon article 101, “Individual Strokes and Relays”, of the USA Swimming Technical Rules which includes the breaststroke rule. **The updated interpretation will apply to USMS competition (USMS article 101.2.3).** See the following text published by Dan McAllen, Chair of the USA Swimming Rules & Regulations Committee, March 14, 2012:

**Text from USA Swimming:**

“On March 7, 2012, FINA issued an interpretation of the breaststroke rule covering the initiation of the arm pull. Obviously, this interpretation also applies to correctly judging the timing of the single butterfly kick which may follow initiation of the arm pull.

**BREASTSTROKE INTERPRETATION**

**SW 7.1** After the start and after each turn, the swimmer may take one arm stroke completely back to the legs during which the swimmer may be submerged. A single butterfly kick is permitted during the first arm stroke, followed by a breaststroke kick.

***Interpretation***

*The first arm stroke begins with the separation of the hands.*

**SW 7.2** From the beginning of the first arm stroke after the start and after each turn, the body shall be on the breast. It is not permitted to roll onto the back at any time. From the start and throughout the race the stroke cycle must be one arm stroke and one leg kick in that order. All movements of the arms shall be simultaneous and on the same horizontal plane without alternating movement.

***Interpretation***

*A pause after the separation of the hands is not a violation of the rule.*

1. This interpretation is substituted for breaststroke interpretations issued on December 8, 2008 and April 14, which are hereby expressly revoked.
2. This interpretation requires “observable separation” to initiate the arm pull. No other action will initiate the arm pull.
3. This interpretation requires additional separation if the swimmer starts or leaves the wall after a turn with the hands already separated.”

**Here ends the text from USA Swimming.**

Note that the rules quoted in the box are FINA rules. The corresponding USMS rules are 101.2.3 and 101.2.2 respectively. The previous interpretation (any lateral or downward movement of the hands or arms was the initiation of the first arm pull) is no longer in effect and now requires observable separation of the hands to initiate the first arm pull.

**VP of Local Operations** by Ed Tsuzuki

All of the Local Operations committees have completed their 2013 budget requests and their annual reports for convention. All have also completed their committee policies and they can be found at <http://www.usms.org/admin/policies/>.

- **History and Archives Committee**—The presentation given at the First International Aquatics History Symposium and Film Festival on May 10, 2012 at the International Swimming Hall of Fame in Ft Lauderdale has been updated with additional names and corrections.

Updates, corrections, research, and transfer to digital format continue on archived registration records. Top Ten and national registration database corrections are ongoing as is the search for Long Distance and Open Water National Championship results (for posting to usms.org).

- **Records and Tabulation Committee** – The committee crafted and submitted rule proposals to change the pool measurement requirements for results of USMS members competing in bulkhead pools in sanctioned international meets and USA-S meets. For the international meets, the basic proposal is that, if the time is suitable for FINA records, it would be suitable for USMS top ten and records. For USA-S meets, bulkhead pools would not need to be measured for the results to be considered for Top Ten purposes; the measurement requirements for USMS Records at USA-S would be unchanged.
- **Recognition and Awards Committee** – The committee is discussing whether the Club of the Year Award's name implies it is only for one year's accomplishments. The intention is that it is not and the information available on the award site has been amended to make that more clear. With the help of Ray Novitske, who will lead the selection committee this year, some changes were made to the nomination form to make it more user friendly. Discussion continues on ways to garner more nominations for this award.

The committee is working to generate more nominations for the Dorothy Donnelly Service Award. Some changes have been made to the nomination instructions and already improvements have been noted in the nominations being submitted this year. A reminder about the deadlines for all USMS awards has been sent to LMSC chairs and vice chairs, which has generated some activity.

- **LMSC Development Committee** – The Survey subcommittee under the leadership of Rich Noeth has streamlined the LMSC Standards survey process by shortening the survey and clarifying the questions. The surveys were only sent to the LMSC chairs who served as the collection point for all the LMSC data. Information that could be obtained from other sources, primarily the National Office and the Top Ten coordinator, was collected. The cycle is a little later than in 2011.

Chris McGiffin continued to guide the Mentoring subcommittee, comprised largely of the Zone Chairs, in wrapping up outreach with the LMSCs that scored lowest on the 2011 Standards surveys to ensure that 1) their scores were accurate and, 2) they had plans to correct the most critical gaps. The subcommittee has also been working on determining criteria for awarding convention grants to small LMSCs with demonstrated financial need. Prior to convention, the Zone Chairs will be communicating LMSC standards results to the LMSCs.

The Education subcommittee with Rob Copeland at the helm is in the final review period of the slate of convention workshops they have put together. The subcommittee has also been discussing how to broaden its reach to LMSC volunteers who don't attend convention.

- **E2EEM Task Force** – Since February 8, 2012, the enhanced calendar and on-line sanction form now has processed 359 requests (of which 172 are open water) from 47 LMSCs. 35 requests have been submitted by Southern Pacific, 33 by New England and 22 by Oregon – making up 25% of the total volume. Feedback on the process continues to be collected.

Anthony questioned about the LMSC development committee and where is that data. Ed said there is no specific date at this time. 42 of the 52 LMSC's responded. Nadine asked could we get an update before convention.

### **VP of Community Services** by Jody Smith

**Overall:** All three committees have continued to work and provide support for ongoing projects and are proactive in generating new and interesting ideas for future programming. The Chairs of the three Committees have been working together to bring their different areas of expertise together for projects (events, articles, workouts, etc) that benefit our members.

#### Coaches Committee:

- Masters Coach Certification – Levels 2 & 3: The Coaches Committee has been working with Coach & Club Development to complete updates and curriculum for Levels 2 & 3. Level 3 will be offered for the first time at the 2012 Convention. The continued collaboration on this program is evident in the quality of the product that is being provided to those taking the course and the success of the program.
- International Coaching: The coaches selected for the Masters World Championship's did a tremendous job and were an outstanding resource to the USMS athletes at the meet. Please see the more detailed attached report.
- On-Deck coaching went well for Omaha and is being organized for Convention. The committee is working with Fitness to have a special Fitness Themed workout at Convention.

#### Fitness Committee:

- Convention Items: The committee will be hosting a Brown Bag Lunch on Saturday of the Convention for interested LMSC Fitness Chairs and anyone that would like to join a discussion regarding ideas for Fitness Swimmers. Working with Coaches Committee to host Fitness focused workout on Friday morning and are planning to provide a "Be Fit, Be Fabulous" flat water bottle to the workout participants.
- The committee is requesting feedback on instituting a new Fitness Activity aimed at giving swimmers activities to participate in during the year and at the same time draw more attention to the fitness pages on the USMS website. The committee will need to work with USMS Staff to determine the best way to launch this new idea.
- Committee continues to communicate and reach out to LMSC Fitness Chairs.

#### Sports Medicine & Science Committee:

- The committee has worked with Swimming Saves Lives to provide screening for skin cancer and spinal alignment at the national championship meets in Greensboro and Omaha.
- The committee is working with Coaches Committee to develop educational materials on dry land training and nutrition.

The committee maintains the USMS Health Network. Committee members serve as members of the network along with other interested medical and science professionals. Network members

review articles with health, medical, or science related information before the articles appear in USMS publications. Network professionals also respond to questions from USMS members. There is interest in expanding this program. Phil D mentioned that Phil W would be tremendous resource to help develop the fitness aspect within. Tom mentioned to Jody that the coaches committee is developing more on-decking coaching for Nationals.

**VP of Programs** by Dave Diehl

#### OFFICIALS COMMITTEE:

The Officials Committee mission is to create a safe, fair and consistent 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. During the past year, the Officials Committee has worked on and completed the following projects:

- Established USMS Officials Committee Forum
- Developed and published the "Officials Committee Liaison to USMS Nationals - Roles and Responsibilities" document.
- Documented and published the "USMS Officials Committee National Championship Stipend Policy" and revised the Policy to address part- time Officials at USMS National Championships.
- Ordered and distributed USMS Officials pins at both the USMS Spring and Summer Championships.
- Developed and distribute a "USMS/USA Rule Difference Quick Reference Card" for the Officials Briefing each morning at both the Spring and Summer Nationals.
- Updated the LMSC Officials Chair Inventory and posted on the USMS Officials Repository for access by meet directors seeking assistance staffing their local meets.
- Developed and published the "Application to Officiate" for the Spring and Summer National Championships.
- Worked closely with the Meet Referees for Greensboro and Omaha to establish requirements, track tasks to be completed against the liaison timeline
- Established domain name, built and published the USMS Officials Committee Repository to provide a centralized location for Officials to find documents to run Masters Meets

The Committee generally met on a bi-monthly basis to conduct its business through various sub groups.

#### OPEN WATER COMMITTEE:

The purpose of the Open Water committee is to "...promote the development of and participation in open water swimming..." The Open Water Committee continues to work very closely with, and in conjunction with, the Long Distance Committee to develop the growth of open water swimming through:

- nurturing the development and growth of USMS sanctioned events.
- ensuring the safety and proper management of open water events.

- developing education and training programs for open water event officials and swimmers.

The various activities of the Open Water Committee are as follows: Event Development, Safety, Webinars for Event Officials, Swimmer Clinics, Service Awards, Rules and Legislation.

Other activities included: OW Manual Update, Event Results Database, Ranking System, Swimmer Challenge System: OEVT, E2EEM, Marketing & Promotion, Communications Plan, Inter-committee Collaboration.

The Committee met every six to eight weeks and established a number of sub-committees to complete their assigned work.

#### LONG DISTANCE COMMITTEE:

The Long Distance Committee continued working closely with National Championship event hosts to ensure the success of the USMS Open Water and Postal National Championships. The Committee had significant cooperation, inputs, and proposed rule suggestions from the Open Water Committee in furtherance of USMS open water swimming growth and development. The following projects have been worked on during the past year:

- The open water and pool postal rules have been thoroughly reviewed.
- The USMS One Hour Postal National Championship had nearly 3,000 entries
- The USMS 5K/10K Postal Championships planning was completed
- The Committee is providing liaison support for all USMS Open Water National Championships
- With the Open Water Committee, all safety plans are critiqued and recommendations made.
- The Committee selected the 2013 national long distance and postal swims.

The Committee met every six to eight weeks and established a number of working groups to complete their assigned work.

Discussion ensued about the website created by the Officials Committee. Dave and Nadine will talk to Officials Chair about this.

#### **MSA – Board of Directors approved the consent agenda items.**

Other Reports;

#### **USA-Swimming Liaison** by Jeff Gudman

USA Swimming has begun the process of the 2016 site selection for the Olympic Trials. If USMS wants to piggyback off those Nationals, Jeff G recommend to the Board that Rob B should continue to work with Chuck Wielgus. Ted made the comment and Jeff G concurred that 8 different locations are being considered, including Omaha. Patty asked what the timeline for the decision is. Jeff G said that they would be made in spring 2013. Tom makes motion for Rob B to continue conversations with USA-Swimming regarding holding long course Nationals in the



Olympic Trials pool. Mike seconded. **MSA – The Board empowers the Executive Director to continue conversations with USA-Swimming regarding holding the 2016 long course Nationals in the Olympic Trials pool.**

**FINA Masters Technical Committee Report** by Nancy Ridout

Nancy provided the following report to the Board of Directors about the IX FINA Masters World Championships, Riccione, Italy, June 8<sup>th</sup> – 16<sup>th</sup>, 2012

. This event presented the local organizing committee many challenges. Close to 10,000 swimmers, 2,400 open water, 1,400 water polo players, 596 synchronized swimmers, 297 divers participated in these championships. Swimming posed the greatest challenges. The warm-up conditions were inadequate, especially for the men. The facilities in Riccione were outstanding but lacking in space to accommodate both swimmers and synchronized swimmers for warm-ups, notably deficient in the indoor pool. No off-site facilities were provided to the swimmers.

I had responsibilities for both water polo and swimming. Water polo had 101 teams participating. The 7 days were long but well-managed. The open water event was rescheduled to be run over two days to accommodate all the entrants. This rescheduling caused conflicts with the 400m freestyle and refunds were offered to those affected who decided not to swim both on the same day, or those whose travel plans were impacted. Over 5,000 of the swimmers were Italians and this was one of the reasons for the huge numbers of participants. Opportunity needs to be weighed against a realistic number that can be managed efficiently and effectively. By the middle of the swimming events, 3500 swimmers were NT's; they did not meet the qualifying standards. This represented 350 heats just halfway through. All that being said, the Local Organizing Committee did an outstanding job of managing the numbers. The facility had been upgraded with a new pool and a new dressing room for the outdoor pool. The Italian Swimming Federation contributed a large number of officials for swimming and water polo, which was supplemented by international officials as well. They worked from morning through the evening and were professional and pleasant throughout. The FINA Masters Committee Chair appointed two subcommittees to investigate methods to control the numbers, and the feasibility of combining the Masters World Championships with the elite World Championships. As Chairman of the subcommittee on Masters Development, I prepared a brochure for distribution at the next FINA Conference in November, in Moscow. It was well received. New photos from Riccione will be used when appropriate. My hope is that the video produced by Pacific Masters from the Stanford World Championships, will be able to be used as well by deleting the scenes of swimmers in the long suits with action shots from Riccione in the currently legal suits. The next World Championships will be held in Montreal and the requested dates are August, 2014.

**The Board accepts the report from Nancy Ridout the FINA Technical Committee Representative regarding the World Championships held in Riccione, Italy.**

**UANA Technical Committee** by Mel Goldstein

An update on the Pan American Masters Championship will be held in Sarasota next June. Swimming will take place June 5<sup>th</sup> through June 12<sup>th</sup> with open water on June 13<sup>th</sup>. The website is live at [www.panamericanmasters2013.org](http://www.panamericanmasters2013.org) and entries will be open in November.

## **Legal Council Report by Patty Miller**

Patty gave a presentation about responsible communication and document creation for Board members. The four topics discussed were:

1. Types of Communication
2. Risk – Legal, Reputational and Relationship
3. Litigation and documents
4. Tips

### Responsible Communications

- Be accurate and complete
- Clearly distinguish opinions from facts
- Be transparent
- Don't speak beyond your expertise
- Don't speculate or exaggerate
- Don't write ambiguously
- Don't state legal conclusions
- Don't create documents commenting on pending litigation
- Assume that everything you write will be given to an adversary in litigation
- Protect confidentiality
- Limit dissemination to those who need to know
- Respect attorney client privilege – maintain confidentiality
- Deal with “bad documents” – context and as necessary, correction.
- Don't use inflammatory language and avoid being offensive
- Be considerate

Caveat: responsible communication does not mean that we should stifle communication.

Rob C asked what if you specifically name an individual or use anonymity when talking about individuals. Patty said you need to make sure you have your facts. Anthony said this would be good training for person that serves in the Board of Review. Nancy said that problems can be created when persons are blind copied. Ted would like the presentation to be sent to directors as they have a responsibility to the organization. Tom suggested that this be part of the Committee Chair training at convention. CJ will add this to part of the training while at convention.

## **Convention Coordinator Report** by Maria Elias-Williams

An update about the workouts while at convention, the hospitality suite will be including a bartender. Beer and wine will be available at 5 pm. The hospitality suite will close during the week at 11 pm and Saturday at midnight. The North Carolina LMSC will host a BBQ. Tom Boak did encourage the Board to encourage members to attend the IMSHOF induction ceremony.

## **Governance Committee** by Anthony Thompson

The provided written report was as follows:

### **Committee Members**

Anthony Thompson, Chair; Patty Miller, Michael Moore, Sean Fitzgerald, Hugh Moore, Dave Diehl, and Jim Wheeler

### **Introduction**

The Governance Committee is responsible for ongoing review and recommendations to enhance the quality of the USMS governance structure, including the Board, committees, local, and regional divisions of USMS. The majority for the work this year has been centered on tools to support, development, and improve the performance of the Board of Directors. Some efforts were directly at the LMSCs and Committees.

### **Discussions and Projects Since Last Convention**

1. LMSC Minimum Standards Policy reviewed. Some changes of this policy document were developed and others developed by LMSC Development Committee were reviewed.
2. LMSC Bylaws were discussed including assessments being completed by the LMSC Development Committee, lack of tools to support LMSC to meet this standards, and role of Governance Committee to support LMSC Development.
3. USMS Board Assessment of Full Board performance was discussed and created survey questions. Numerous resources were used to create the survey including internal USMS documents from orientation, training, and policy documents, as well as best practices or surveys created by other non-profits.
4. USMS Board Role and Responsibility Policy Document were reviewed documents and discussion held by the Board and Governance Committee over the last three years.
5. Legislation to transform the ad hoc committee to permanent committee of the Board: Investment and Audit Committees.
6. Guidelines for use of social media and communication by USMS Board members based on best practice of non-profits.
7. USMS Board Self-Assessment of Individual Board members was developed based on the evaluation done on the full Board and role/responsibility policy document.
8. Supported the work of the Volunteer Task Force on the roles of the USMS Board.

### **Action Items**

1. Governance submitted recommended changes to LMSC Minimum Standard Policy (now titled LMSC Standards Policy in the LMSC Handbook posted on USMS website revisions in March 2012) to Board.
2. Recommend the removal of ineffective tools on LMSC Bylaws from the USMS website.
3. Administered a USMS Full Board Evaluation and worked with consultant on Board education based on survey results.
4. Governance recommend to the Board to approve the 17Feb10 version of the USMS Board Role and Responsibility Policy document.
5. Drafted guideline for use of social media and communications by USMS Board members.

6. Administered a USMS Board Self-Assessment and working on evaluating the results to develop additional training for the USMS Board.

### **Agenda**

7. Review work completed in 2011-12 season and items assigned but not yet completed.
8. Discussion on assignments to be completed.
9. New Business

Nadine asked about the By-laws templates. Anthony said the guidance documents are what are on the website. Anthony said the by-laws templates will be reviewed. Nadine asked when an update be provided.

Phil D asked if the Governance committee should look into incorporating the process of the Legacy fund and Swimming Save Lives. Ralph said that was an operational matter.

Open water committee wants more direction from the Board of Directors regarding the following item; reviewing all safety plans for sanctioned events regarding the risk assessment for open water events. Nancy and Patty said the Open Water committee should research and provide information on the most common LMSC deficiencies with sanctioning events and provide findings and make recommendations to the Board of Directors.

A motion is made for the Board of Directors to recess for the day at 5:30 p.m. EDT.

### **Sunday, July 22, 2012**

Nadine Day reconvened the meeting on July 22nd at 8:09 a.m. EDT at the Courtyard Sarasota in Sarasota, Fla. Also present were: Michael Heather -VP of Administration, Jody Smith-VP of Community Services, Ed Tsuzuki- VP of Local Operations, Dave Diehl-VP of Programs, C.J. Rushman -Secretary, Ralph Davis- Treasurer, Jeff Moxie-Immediate Past President, At-Large Directors; Phil Dodson (Great Lakes), Maria Elias-Williams (Dixie), Chris McGiffin (Colonies), Anthony Thompson (Breadbasket Zone), Jim Clemmons (Oceana), Don Mehl (South Central), Hugh Moore (Northwest), USA-Swimming Liaison – Jeff Gudman, Executive Director - Rob Butcher; Past-Presidents Jim Miller, Ted Haartz, Nancy Ridout, and Tom Boak.

Audience members include: Bill Brenner, Anna Lea Matysek and Jim Matysek.

Not present: Phil Whitten (Southwest Zone), Past-Presidents Mel Goldstein, Dan Gruender, Mike Laux, and June Krauser.

### **Appointments**

- Appointment for USA Swimming – Ted Haartz is stepping down. Rob Copeland and Patty Miller were nominated for the 5-year appointment. Both Rob and Patty gave a

speech as to why they would be good candidates. Nadine named Patty Miller as the new appointment to USA-Swimming.

- Appointment for USAS – Nadine will ask Mel Goldstein to continue his appointment.
- Appointment for FINA – Nadine asked Nancy to explain her role and purpose to the Board as a FINA Masters Committee member. Nancy indicated she would not like to be reappointed to the FINA Masters Committee. The EC goes into Executive Session at 8:45 am EDT to discuss a personnel matter. The EC comes out of Executive Session at 9:15 am EDT.
- Discussion on UANA-Pan American Aquatics Championships 2013: Nadine wants to allocate money to host coaches' clinic for the Pan Am Aquatic Championship to help facilitate goodwill to other UANA countries. Nadine asks the Board for support to explore the possibility of hosting a coaches' clinic. The Board supports the President to explore the cost of hosting a clinic in conjunction with the UANA Pan-American Games.

### **Swimming Saves Lives Task Force by Jeff Moxie**

Jeff gave a background on the grant request program. Jeff M made a motion. Chris M seconded. **MSA- The Board approves the allocation of \$10,000 from the Endowment Fund to USMS to help offset cost for the 2012 Marriott USMS Summer Nationals.**

An overview of the College Grant Program was discussed. Patty asked how these candidates are going to be selected. Jeff said that the SSL Board will make the selections. Nancy thought the grant was used for education, not for coming to convention. Tom said that there is a component of both. Nadine will be naming all the Past USMS Presidents to the SSL Board. Rob C moves to use \$8,000 dollars from the Swimming Save Lives to support the college grant programs. Jeff M seconded. Tom said that we should approve this as \$5,000 and be clear about covering the cost such as registration fee, air travel and ½ room rates. Patty said we are obligated to give this money. Patty mentions that the SSL should have criteria in writing before they select the five candidates. Ed will create an orientation program for the college grant recipients in attendance at convention. **MSA- The Board moves to use \$8,000 dollars from the Swimming Saves Lives to support the college grant programs.**

Rob C asked to move to defer the remaining items of the SSL Grant Request until we have more formal process from the SSL. Chris seconded. Tom said we should not move forward at this time. Nancy said that the Board needs more information before awarding any funds. Jeff M said there is no recommendation at this time from the committee. Phil D said that if the new committee can meet before the next Board meeting and make recommendations, if not then we make decisions at convention. Nadine asked did we give them a response deadline. Rob B said there was nothing indicated on the application. **MSA - to move to defer the remaining items of the SSL Grant Request until we have more formal process from the SSL.**

## **New Business items;**

1. Phil D said we heard from the MPTF yesterday, and what new products will be offered over the next few years. Phil would like to see the task force continue. Anthony wanted to expand on what Phil said about expanding into new markets such as college and military programs, and create a task force to review that possibility. Anthony would like to have a report from Club and Coaches Service by January. Bill Brenner said that would be possible. Dave D said that we should look at colleges that dropped their swimming programs to help infuse masters swimming. Mike said we the Board should be developing the program for the NO to carry out. Patty said we have hired capable professionals and they should be the ones responsible for developing and carrying out the programs with the board approving policy.
2. Ed announced to the Board that Wes Edwards has resigned as North West Zone Chair, and Tim Waud is his replacement. Tim's appointment was approved by the NW Zone LMSC's chairs.
3. Jim Miller talked about a Board training process. Jim asked for feedback and improvements to the process so it meets the needs of the Board. Nadine said that it is part of succession planning at convention.
4. Jeff M asked should we consider expanding our business model into serving other Masters organizations.
5. Rob B asked Anna Lea to speak to the Board about the End of Year Registration fee and transfer fees. Staff recommends the transfer be rounded from \$1.50 to \$2, the club registration fee to \$35 and the year end-member fee stay at \$26. Phil D said that the Finance Committee has a Task Force that can review these recommendations.
6. Next year is a FINA rules year and the Rules Committee will be discussing the 20-24 age group and 100+ one year age. Tom B asked who is proposing these Rules to FINA. Nadine said that USMS will be submitting the rules to through USAS. USAS will submit them to FINA. We would also be seeking support from UANA.
7. USA Club at International Events – Nadine would like USMS to take the stance for the USA not to create “Super Teams” formed for international events. Nancy indicated there would not be anything illegal about this under USMS rules, however FINA does not want country versus country. Hugh asked are they other countries that have done this. Nancy said that there are no other countries have done this. Hugh asked what FINA would do if we created a USMS club. Nancy said they would complain to Nadine and Rob. Jody indicated the intent was for ease of communication with USMS members who travel to international events and the opportunity to swim on relays. Anthony suggested an alternative to have LMSC or Zones create clubs to allow individual swimmers have opportunities to swim relays at FINA events.
8. Nadine initiated a discussion about the fees USMS receives from support of pool nationals and open water nationals. Tom B. said we need to think outside of the box in order to create excitement around Open Water nationals. He suggested an Open Water festival that packages together our Open Water Championships. Mike said we need to have the Open Water and Long Distance committees in agreement and support the direction the board desires to go in growing open water. The 2014 open water nationals are in the process of being awarded and Rob B. said he is working on a program for 2015.

9. Swim Fest – Nadine would like to re-institute the Swim Fest program. This would fall under the Club and Coaches Service. Anthony said having coaches' certification along with the clinic would be a great way to get the program going again.

Next BOD Meeting will be Tuesday, August 21<sup>st</sup> at 8:30 PM EDT

**MSA – to adjourn the meeting at 11:38 a.m.**

Respectfully submitted,

C.J. Rushman  
Secretary