

U.S. Masters Swimming Executive Committee Conference Call minutes

October 16, 2010

FINAL

Action Items:

1. None
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Michael Heather VP of Administration called the meeting to order at 8:35 PM EDT. Also present were, Nadine Day-VP of Community Service, Ed Tsuzuki - VP of Local Operations, David Diehl-VP of Programs, C.J. Rushman – Secretary, Ralph Davis-Treasurer, and Executive Director - Rob Butcher.

Absent: Jeff Moxie – President, Rob Copeland-Immediate Past President, and Doug Church-Legal.

EC Agenda topics:

1) President's report (Jeff); No report filed.

2) Executive Director report (Rob B):

Rob requested the Executive Committee provide communication to our volunteer leaders of the organizational priorities, namely that membership retention and membership growth is our #1 priority. The staff has been following the membership retention and growth strategy adopted by the Registration Committee and is running into resistance from some Registrars. We are midway through the club renewal process and only 129 of 692 clubs have renewed for 2011. Individual membership registration opens November 1 and if a club has not renewed by then, the individual member may chose not to renew since they can't find their club, may register unattached, or may register with the wrong club creating more work (such as transfers) for Registrars. As of today, less than 50% of the Registrars have sent club renewal reminders via the online registration program. It was recognized that some of the Registrars may have sent renewals via their own e-mail and not our online program. However, USMS has invested significant time, resources and functionality into our club and membership registration system. Registrars should be strongly encouraged to use the tools the organization provides and follow the timeline. The Executive Committee agreed if a Registrar has not sent renewal reminders or is non-responsive; the national office may send renewals on their behalf. Nadine asked if LMSC Chairs were solicited for help. Rob said they have but we've also discovered that in some LMSCs the Chair and Registrar are the same person. Ralph D asked why club re-registration doesn't become automatic and USMS just bill them? Rob B. commented that would require a policy change which is not within the charge of the national office. Rob B. will draft the communication to be sent, Mike Heather will review. The final product will be sent by Jeff Moxie to our volunteer leaders.

3) Illinois LMSA - Ralph did some research about how the finances and registrations are handled between the Treasurer and Registrar. The over all results based on Ralphs review is that they have internal controls in place. The finances are separated both at the LMSC level and the club level. Nadine said that the system was changed when a past Illinois registrar was holding onto registrations and payment. They were not registering swimmers

in a timely fashion. And that's why the change occurred which occurred before online registration and before the minimum standards approval last year. Mike has an issue with the registrar only getting the copy of the registration, not the original. Ralph will work with Illinois on changing the practice of having the original registration sent to the Registrar

4) Rule Book editing – Mike is still gathering Rule Book information from Susan Ehringer. The Executive Committee is responsible for the Table of Contents and the Appendix E. Mike said that we can divide up the parts of the Rule Book that each respective VP is responsible for their committees' rosters. Nadine asked who is responsible for the Major Changes for 2011 (page x and xi). Mike said that it is a cooperative effort between Legislation and Rules. Nadine asked if the Glossary should be moved to the back. Mike said that most Glossaries are at the front. Nadine asked who is responsible for listing the National Office. Mike said it would be the Executive Committee. Ralph felt that we should have all the staff listed in the front so new members can know who to contact if they need help.

5) New business –

- Nadine is still waiting on the evaluations from the EC. Please follow up by Friday.
- Ed asked if the committee chairs have been announced. No announcement has been made yet.

The next EC meeting will be on Tuesday October 26th at 8:30 PM EST.

The meeting adjourned at 9:27 PM EDT.

C.J. Rushman,
Secretary