

AD HOC FITNESS COMMITTEE MINUTES
SEPTEMBER 19, 1991 LOUISVILLE, KY

Meeting was called to order at 11:00 a.m. by Dore Schwab Jr., Chair. Members Present: Edna Spring, Clay Evans, Brooke Dick, Betsy Owens, Lynn Casey, Christine Zimmet, Colin Light, Rhea Wilkins, Dore Schwab Jr. Guests: Pat Maley. Executive Committee Liaison and 30 other interested participants.

Charge of the Committee read by Mr Schwab was to explore, form and suggest implementation of activities and programs that USMS can serve it's majority of members who do not compete in pool meets or open water events.

Mr Schwab emphasized that since this was the second convention meeting of the group an action outcome was expected.

The meeting was opened with the reports by the Committee members as to what actions towards our goals had been successfully undertaken by the LMSCs or clubs represented by attendees. The activities reported were the following, in order of presentation:

- *Awards for Achievement/Improvement of caps, goggles, t-shirts, sweats
- *Group designations to denote ability levels; poke alongs, hop alongs, zip alongs
- *Record distance-All agreed this was a major motivational action
- *LMSC sponsored Fun Relays: Clinics and Socials; Red eye breakfast, BarbQ, mixers, etc.
- *Golden Olympics, Fit over 50 programs
- *Seminars that include optional dinner set up by local clubs.
- *Monetary rewards for distance/time set up by pools where people pay per swim

Suggested ways to attract or "get to" lap swim only people:

- *Have a coach suggest ways to improve technique, make more effective use of time spent by explaining interval training advantages vs. boring laps only.
- *LMSCS can get local media to announce upcoming events, places to swim, clinics
- *Militant lap swimmers still want advice on stroke, breathing and appreciate it.
- *All LMSCS need a Fitness Committee
- *Tie in with local USS coaches, parents to sell program.
- *More emphasis on awards for all USMS members-1000,000 yds certificates, patches, pins, etc.
- *Posters to promote achievement (see action below)
- *Fitness Month (see action below)
- *Critical time for swimmers to stay with our program was said to be 30 and 90 day cycle. Some recognition of this with rewards was suggested

Planned Actions after lively debate:

- *Posters for a 100 mile USMS patch to be distributed to all pools by cooperative coaches, clubs, YMCAS etc., with helpful swim information, such as warm up and warm down reasons, space for local team, coach or LMSC to serve as contact. Patch and program to be self liquidating as patch to cost about \$1 and sell for \$2, balance to help defray poster and handling expense.
- *Sub Committee set up to work on patch design, poster design and cost/ administration. (Note) Subsequent to the meeting it was discovered that Speedo is moving in a similar direction and has mechanics in motion. Dore Schwab Clay Evans, Terry Laughton and Rich Burns (Marketing Committee Chair) are to meet with Speedo representative Stuart Isaacs to see if a financial and/or co sponsorship is feasible. A report will be made to the House of Delegates.
- *Fitness Month: Events will be planned to tie in with Heart Month and Heart Association. Committee of Betsy Own, Lynn Casey, Edna Spring to coordinate.

Mr Schwab thanked the assembled group for its energy and support and the meeting was adjourned at 12:45 p.m.

Respectfully Submitted

Brooke Dick
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