

Pacific Masters Swimming
Annual Meeting
November 18, 2009

Call to order and introductions: The meeting was called to order by Michael Moore, Chairman @ 7:45 p.m.

Introductions: Michael Moore, Jim Clemmons, Chris Campbell, Barry Fasbender, Nancy Ridout, Alan Levinson, Glenda Carroll, Joanne Berven, Marcia Benjamin, Jody Smith, Joan Alexander, Joan Smith, Richard Smith, John King, Caroline Lambert, Kildine Harms, Peter Guadagni, Adam Conway, Susan Garfin, Cokie Lepinski, Kate Coleman, Susie Powell, Tracy Barbutes, Stu Kahn, Alan Levinson, Karen Duggan, John Morales, Kathy Ray, Scott Lanterman, Terri Maginnis, Leon Kief,

Officers' Reports

Approval of the minutes of 10/21/09 MSA

Treasurer Kildine Harms –

I was elected Treasurer of Pacific Masters in spring of 2009. The previous Treasurer agreed to take on the post at a time of need and effectively managed the organization's finances. However, she was not an accounting or financial professional. Since becoming Treasurer I have tried to apply the rigor I use in my day job as a corporate accountant to Pacific Masters finances. However, I recognize the organization is staffed primarily with volunteers and appropriate adjustments are made without violating basic accounting principals. My accomplishments since taking office are as follows:

- Gained access to online accounting system and reorganized Chart of Accounts
- Consolidated bank accounts/CDs and opened a savings account to earn interest on medium term working capital
- Process ongoing deposits and expense payments
- Financial reports produced on monthly basis with prior year information added
- Re-filed federal and state taxes
- Refined expense reimbursement form and created version of form in Excel
- Created budget templates and managed budget process
- Created process to reconcile USMS and Pacific Masters membership billing and deposits

The Treasurer would like to remind everyone that she too is a volunteer and would prefer to have requests responded to without multiple follow ups.

Chairman – Michael Moore – Michael spoke about the philosophy of spending money – “to enhance Pacific Masters”. We will add videos - \$500; Coaches Mentor Clinic - \$800; Social events after meets - \$1500; swim buoy replacement; Swim Fest UCSD 4-5 June 2010, Gary Hall Jr. and Kerry O'Brien, intent is to have transport and room paid, (free for coaches). Will budget about \$20,000.

Michael handed out thank you awards to the board members. Bill Grohe and Barry Fasbender will be leaving their board positions and received special awards for their years of service. Barry will still handle sanctions and meets. Paid contracts were discussed and increases were by CPI of 0.1% to the Web Master, Newsletter and Registrar. The Treasurer, Kildene Harms, will investigate bonus on % basis for 2010. MSA.

Ransom Arthur is due in January. Personal Achievement awards will be given at SCY Championships.

Elections were held for the BOD.

President – Michael Moore

VP Administration – Leianne Crittenden

VP Operations – Jim Clemmons

Secretary – Joan Alexander

Treasurer – Kildine Harms

At Large – Jody Smith

Vice Chairman Administration –Crittenden – Report was lost.

Vice Chairman Operations - Meet Operations – Fasbender - Thanks to all the operations committee chairs for the great job they did this year: Scheduling—Marcia Benjamin, Open Water—Glenda Carroll, Meet Operations—Barry Fasbender, Officials—John King, Coaches—Chris Campbell, Open Water Trailer-- Allan Cartwright, Equipment—to be filled

Secretary – Joan Alexander - Last year our Secretary had to resign and I took over her duties.

At-Large –Grohe During the year I participated in PacMasters planning and completed projects as assigned.

Committee Reports

Registration – Nancy Ridout

Our 2009 membership total as of 11/17/09 is 10,782 swimmers and 128 clubs. This is a new high for Pacific Masters membership and we appreciate the efforts of our clubs, our swimmers, and those on the Swim Committee for this accomplishment. Our history shows the following past membership totals:

1982 - 1,616	1988 – 6,557	1994 – 6,631	2000 - 9,276	2006 - 10,188
1983 - 2,096	1989 – 6,515	1995 – 6,848	2001 – 9,698	2007 - 9,951
1984 – 2,385	1990 – 5,962	1996 – 7,620	2002 – 10,095	2008 - 10,068
1985 – 3,137	1991 – 6,270	1997 – 8,161	2003 – 9,832	
1986 – 4,764	1992 – 6,320	1998 – 8,365	2004 - 9,500 approx.	
1987 – 6,832	1993 – 6,308	1999 – 8,790	2005 - 9,653	

To date 500 swimmers and 82 clubs have registered for 2010. Clubs that have registered or renewed for which swimmers can register for include:

49ER	CARS	ECYM	LAM	MAM	MTRC	RAD	SCUS	STAN	TVM	WOOD
AAM	CAST	FDM	LAMV	MELO	MVM	RAMS	SMMM	TAM	USF	YCMS
AHSM	CLOV	FGM	LGSR	MHSC	NBA	RCM	SMST	TCAM	VACA	
AQUM	CRUZ	FGST	LNLM	MMSW	OAK	RCP	SNM	TEME	VSAM	
BAM	CSSR	FOG	LOM	MPM	OAM	RHMS	SOLO	TOC	WCM	
BAY	DAM	H2OL	LVAM	MPSC	PCAM	SAC	SPAS	TSUN	WEST	
BMSP	DC	HTUB	LVTC	MSC	PRES	SCAM	SRM	TTAM	WINE	
BRS	ECAM	JCCM	MAAC	MSI	PVMA	SCSC	SST	TTST	WNTR	

Top Ten/Records – Nancy Ridout

All records (SCY, SCM, LCM) achieved at Pacific Masters sanctioned meets were submitted to USMS in a timely manner. Thanks to a heroic cooperative effort on the part of your TT Chair, the PMS SCM Meet Director, Club Assistant, Debbie Santos, Kerry O'Brien, Doug Huestis, Chris Campbell, Brian Stack, and the swimmers involved, all but two swimmers responded to the request for birth certificates or passport copies within our two-week window of opportunity. 13 individual record applications and 28 relay record applications were submitted to Walt Reid for consideration as the first relay records in SCM relay events over 200m in time for inclusion in the USMS 2010 Rule Book and FINA World Masters Records listings.

Again, many, many thanks to Joan and Richard Smith for proofing and comparing the LC PMS and USMS Top Ten listings. This is a tedious, unexciting process. We're fortunate to have Joan's sharp eyes so that all our swimmers deserving recognition get it. Additionally, they itemize all the new records as well.

Meet Operations – Barry Fasbender

Sanctions and Recognitions. We sanctioned and recognized a total of 21 pool events in 2009. This included the sanctioning and evaluation of nine SCY meets, two LCM meets, five SCM meets, two postal meets, and one training camp. The sanctioned meets included the National SCY Championships, PacMasters championships for all three courses, and a dual LCM sanction with USA Swimming (Santa Clara International Meet). We also recognized the National Senior Games Championship and the Manteca Senior Games, which was canceled. Due to work on the University of California, Santa Cruz pool, we found a new host (Chabot College Aquatics) for our 2009 LCM Championship.

Hy-Tek Meet Manager. We completed the movement to Hy-Tek Meet Manager to run all pool meets. Every meet used Hy-Tek Meet Manager in 2009. Most of the meets used FastLane Tek to provide meet management services at our meets. Six of our meet Hosts ran Meet Manager themselves. PacMasters has now purchased Meet Manager for each meet Host that did not already have Meet Manager.

During the year we moved to a new method of subsidizing the cost of using the PacMasters approved Meet Manager service. PacMasters pays for this service directly now and each club pays PacMasters \$4 per swimmer. Also, the maximum meet entry fee is now \$5 more for hosts that use the PacMasters approved Meet Manager service.

On-Line Meet Registration. The PacMasters Task Force for an Online Meet Entry Service decided mid-year to use Club Assistant for on-line meet registration for our meets. The meet registration service performs USMS member verification prior to completion of meet registration. Swimmers that are not USMS registered are taken directly to the USMS registration site before they can complete registration for a meet. The cost for on-line registration to each swimmer is \$1.50 plus 5% of the entry fees.

Meet Operation Handbook. Updated the Meet Operations Handbook to include policy changes made during the last three years.

Hy-Tek Meet Manager Procedures. Wrote up procedures for (1) How to import records into meet manager. (2) Creating Hy-Tek Results files for Posting on Web Site. (3) Creating Hy-Tek Results files for PMS Top Ten Times. (4) Including mixed events in the individual high point scores. (5) How to set up Meet Manager to run Masters meets.

Agenda for 2010

- Sanction and evaluate pool events for 2010.
- Review and edit Meet Information Documents for 2010 pool events.
- Measure pool lengths for event in pools that have not been measured and for bulkhead pools.
- Purchase additional copies of Meet Manager for new meet hosts that do not yet have a copy.
- Evaluate moving to the new version of Meet Manager (3.0).
- Rewrite the Meet Directors Guide in a simplified format.

Write up any required additional procedure for using Hy-Tek Meet Manager for our meets.

Scheduling – Benjamin – No Report

Officials – King - 2009 in Review:

- a) Progress was made in our 2009 objective of building on the Officials base. Three Masters swimmers have stepped up to become officials this year. They have registered, attended a USA swimming sponsored clinic, and spent time on the deck shadowing at USA and Masters meets. Two additional have come forward to express their interest in 2010.
- b) Peter Guadagni stepped up to assume the meet referee assignment at the Clovis meet. This adds to our list of eligible referees for future meets.
- c) Meet operation policy was updated to provide for the Officials Chair to approve referee position for all approved and sanctioned meets. This will not only help to ensure that the referees are fully qualified for validating swim records and meet operations, but will provide for referees to rotate throughout the meets and keep a fresh perspective at recurring meets.
- d) The cooperative relationship with USA officials continued to build in 2009. Masters officials have attended USA meets, and USA officials helped at the Masters SCM championship meet. We coordinated with local USA meet planners for the 2010 calendar to ensure pool availability.

Legislation/Rules – Alan Levinson

A thorough review of the Pacific Masters Swimming Administrative Handbook and By-Laws was started in the Spring 2009. This review coincided with the development by USMS of proposed minimum standards of administration and operation by Local Masters Swimming Committees (“LMSC”). Pacific Masters uniformly exceeded the “required” standards proposed for LMSCs. In most cases, Pacific Masters met or exceeded the “recommended” standards, as well. In step with the final standards approved by the USMS House of Delegates, a number of proposals for modification of the Administrative Handbook and By-Laws have been distributed through the Executive Committee to Pacific Masters clubs and introduced at the September and October 2009 regular Committee meetings.

These proposals for changes to our By-Laws and Administrative Handbook are attached separately to these reports.

It is anticipated that the review of the Administrative Handbook and By-Laws will continue in 2010, with a particular focus on Article 102 Pacific Masters Swimming Policies.

Open Water – Glenda Carroll

2009 was a year of innovation and energy in open water. In 2009, we had 19 swims that included the new Hot August Chill at Donner Lake. A total of 3,966 swimmers raced in the Pacific Masters Open Water season. That is an increase of more than 680 swimmers from 2008. The PMS Open Water championship was held at the Santa Cruz Rough Water Swim.

Much of what was new this year was based on the results of the 2008 Open Water survey. We engaged a timing company that used chip timing. We had a successful open water clinic for new open water swimmers that attracted more than 50 people. An open water page was added to the website and open water points were calculated after each swim.

In 2010, Lake Del Valle, 1 ½ mile is a National USMS swim. Although no new swims have been added to the 2010 calendar, 2 open water clinics will be held.

Open Water 201 (for experienced OW swimmers), Sunday, May 2, 2010 -- Lake Del Valle, Livermore
Open Water 101 (for new OW swimmers), Sunday, July 25, 2010 -- Shadow Cliffs, Pleasanton

Two motions for approval.

Motion 1: I want to raise the pre-race entry fee for open water swims by \$5.00. The reasoning behind the motion: We are encouraging open water event directors to use chip timing and pay for it themselves. By raising the race entry fee, event directors and their teams should not have to cut into their earnings to pay for a timing system.

The Open Water rules would read:

301.7. Entry Fees and Awards

A Non-relay Open Water Events.

1. Maximum entry fees for individual events shall be as follows:

a. \$35 if no participation awards are given **MSA**

b. \$40 if participation awards are given. Participation and place awards must be commensurate with the fee.

Currently, our rules read: \$30 and \$35

I do not suggest that we increase day of race fees. Currently, the late entry fees may be twice the regular fees. I think that is fine.

Motion 2: I move that the Hot August Chill 500 yard swim not be awarded open water points and that we encourage the event director and team to publicize this as a swim for novice open water master swimmers. **MST**

Communication

Newsletter – Newsletter-Joanne Berven, Web Master-Michael Moore

Web Master – Today, November 18th is the start of the 15th year of the Pacific Masters web site. Pacific Masters website is the oldest website of US Masters Swimming, it is older than the US Masters website.

The web site continues to be the source for much information about Pacific Masters Swimming averaging over 5000 separate page requests a day and when results for major events are posted, the website has received over 20,000 page requests. Bandwidth for the website has averaged over 150MB a day. The amount of bandwidth that we have used has been growing over the 14 years of the website. When the website was started, a good day of bandwidth used was 200KB, now there are files that are over 200KB.

The results from 28 events were posted to the PacMasters website. Results and the schedule are two of the most popular items on the web site.

The website also handles email aliases for Pacific Masters board members. There are 23 aliases. Aliases have been set up both send information directly to board members and to set up special boxes to separate email for board members.

The PacMasters Update, our email newsletter was sent out over 40 times during 2009. At the beginning of the year, there were over 19,000 people who subscribed to the Update. The agreement that we have with Pair.net (Our ISP provider,) is that we can only have 20,000 subscribers max. At the beginning of the year, the subscribers were cut to those who have been Pacific Masters members during the previous two years. This cut the number of subscribers to about 14,000 members. Currently there are just over 15,900 subscribers.

Recently, Caroline Lambert added a Facebook page that talks about Pacific Masters. There are currently 555 members of the page, which is quite a number of people for a group on Facebook. Thank you Caroline.

Caroline and I are considering adding a Wiki to the website. We are looking at what software is available and if it can be implemented.

Newsletter – Goal: To have the newsletter proof read and ready to send to the publisher (DouglasMurphy) by the due date every other month (odd # months.)

To achieve this I need:

- To receive events scheduled for the current issue from the respective chairs: pool - vp operations; open water - OW chair.
- To reformat information to fit format of newsletter and space available. Usually resizing involves fonts, changing A.M. to a.m. etc.
- To format template with current issue months, calendar of events, current officers, meeting dates, etc. Change as needed.
- To place events in chronological order - as much as possible given space available.
- To format events: bold topics, underline website, reduce all caps to sentence case. format swim events to line up; adjust text to prevent “widows & orphans”, i.e., not have ing one word on a line by itself or breaking up a sentence.
- To have VP Operations and/or open water chair review material for completeness and correct or update information. (I use event information that is sent each time so that all information is correct as supplied)

Publisher requirements:

- Douglas Murphy, Inc, made the size slightly smaller, which means a little less space. DM wants everything in black and white.
- InDesign is formatted for 300 dpi, so all images need to be 300 dpi in order to print correctly. All images are adjusted in Photoshop to meet the requirements prior to being inserted into the newsletter.

Coaches –Chris Campbell

Activities supported and lessons learned during 2009.

The 2009 Pacific Swim Coaches Clinic in Napa was attended by 14 coaches in January. PMS Coaches who attended got to listen to some great talks from Frank Bush, Steve Lochte, and Mark Shubert, among others. PMS coaches were reimbursed \$50 for attending. The Saturday night PMS coaches get together was once again held at Downtown Joe’s, and there were 5 people who joined us.

Observations—attendance at the clinic might be better with a larger stipend. By extension, perhaps picking up the tab for the Coaches’ get together might help as well. If an overnight stay is involved, it can be kind of expensive. Also, with this clinic happening so close to the Holidays, a lot of people are playing “catch up” at work. Better marketing of the clinic is absolutely key. Additionally, every now and then, a proposal to do a Masters-specific track is brought forth. However, this typically does not receive a lot of support, because it usually precludes attending the keynote talks from some of the luminaries in the business, such as those mentioned above. If there was a Masters-specific talk that was not in conflict with the Clinic’s featured speakers, it might work.

Mountain View Masters and Pacific Masters Swimming, through the Coaches' Committee, were pleased to host four time Olympian Sheila Taormina for a talk in February down in Mountain View. The talk itself was excellent, albeit under-attended.

Observations--the talk was late getting scheduled, and the advertising for it was not adequate for the desired attendance outcome. Again, marketing needs to be enhanced, and the word needs to be disseminated better. swimFest 2009 was hosted by The Woodlands Masters. Despite some level of reimbursement, the attendance from Pacific Masters Coaches was minimal.

Linda Gilchrist of Alameda Aquatic Masters was selected as the 2009 Pacific Masters Coach of the Year, and her selection was forwarded on to USMS as our Nominee for the Speedo 2009 USMS Coach of the Year. Linda was one of 4 finalists. The winner was Nancy Reno-Kirkpatrick of Simi-Conejo Aquatics. Afterwards, Kris Houchens, who headed the selection committee, provided some valuable insight into the selection process.

Observations--the nomination and support letters need to be updated for the USMS Nomination. This is a problem because the PMS Selection is made very close to, if not after the USMS Submission deadline. With the recommendation needing ratification from the Pacific Masters Board prior to announcing the PMS Coach of the Year, this allows almost no time for those who nominated and supported the winner to revise their letters. And these revisions are important to the USMS Selection Committee. Secondly, there is no recourse for a PMS Coach of the Year winner to have more than one opportunity to win the National Award. The current PMS Policy specifies only a single nominee, and that nominee is the recently select PMS Coach of the Year. While supporting a single PMS nominee does have its strong points, it also precludes the possibility of a comeback win by a PMS candidate in another year. I would like to see some sort of policy formalized which will allow the best of both worlds. Other LMSCs have no limits on nominations in more than one year. Why limit Pacific Masters Swimming?

Observations--Travel and lodging expenses can be prohibitive, and the timing, late May, sat right on top of the Memorial Day weekend. SwimFest 2010 will be held in San Diego in May, and PMS has budgeted to cover some portion of coaches' airfare and half occupancy for a double room. Again, advertising is critical.

The USMS Convention afforded the opportunity to work with the USMS Coaches Committee. The main focus for the coming year is the development and implementation of an ASCA Masters Coaching Certification. It is hoped that there will be a workable presentation at the ASCA National Clinic in the summer of 2010.

Observations--This a great idea, but I have had virtually no interaction with the other members of the USMS Coaches Committee on the subject of curriculum development thus far.

Sometimes a great notion. Things that didn't come to pass in 2009 but are good ideas that need follow up:

- Development of a PMS Coaches' Mentoring Program. Sadly, I haven't had the available bandwidth to develop and implement this program, nor to coordinate or delegate this responsibility.
- Likewise, I have been unable to pursue or coordinate and track the delegation of future high profile speakers and clinics for the coaches and members of Pacific Masters Swimming.

These shortfalls are due to an unsustainable level of personal and professional commitments. On the advice of two physicians that I have been ignoring for over a year now, I will be resigning my position as Pacific Masters Coaches Committee Chair, effective December 5, 2009. While I take this step with a significant level of regret, I have complete confidence in the strength and resilience of the coaches in Pacific Masters not only to carry this work on, but to take it to the next level. I will be reevaluating my status as a USMS Delegate and member of the USMS Coaches Committee as well during the coming weeks. I will continue to serve Masters Swimming in a supportable capacity from this point onward.

It has been an honor and a privilege to serve the Masters Swimming Community these past few years.

Fitness – Shoenberger Linda Shoenberger, no report

Marketing/Publications – Bill Grohe

The brochure project was completed, general contact with clubs took place during the year, we did our best to help clubs as needed.

Ad Hoc Facilities – Joan Alexander

Our meeting schedule is set through March 2010. The January meeting will be held at the Walnut Creek Community Center, and the March meeting will be held at the Heather Farm classroom. February and April will be conference calls. I will book May and July when the City schedule becomes available.

Hospitality 2010 – Jan _____, Mar _____, May _____, July _____, Sept _____

Health & Safety – TBD_

Health & Safety – TBD, no report

Equipment – TBD, no report

Old Business - New Award Proposal – Nancy Ridout

The proposal is attached at the conclusion of the Meeting Reports for your consideration and approval. This committee of Peter Guadagni, Cokie Lepinski, John Morales, Chris Campbell, and myself have reworked and modified this proposal over the past several months. It has been an exceptional group that has spent a great deal of time suggesting and evaluating excellent ideas.

New Business

Team Announcements

Adjournment

Respectfully submitted

Joan Alexander
Secretary
Pacific Masters Swimming

PLEASE NOTE
Next Meeting will be January 20, 2010
At the Community Center Club Room
Heather Farm
Dinner at 7:00 pm
Meeting at 7:30 pm