

## PLANNING COMMITTEE MEETING

September 13, 1996

The Planning Meeting was called to order by Nancy Miller, Chairman, at 10:30am, on Friday September 13, 1996. The following committee members were present at the meeting: Betsy Durrant, Tom Lyndon, Skip Thompson, Bill Black, George Cunningham, Donn McPhail, Sharon Wise, Irene David, Kathy Keffer-Sharpe, and Betsy Owens.

### **USMS FOUNDATION (George Cunningham and Stephanie Walsh)**

George talked about the foundation and how the funds would go toward educating the swimmers and research. George has been in contact with a certified life underwriter, Richard Cooke, to help with further information. Doug Church of the Finance Committee has volunteered a lawyer in his firm to officially set up the foundation. The Finance Committee feels strongly about having representation in establishing the foundation. Roy Abramowitz has offered to do the tax returns for the foundation.

### **MEMBERSHIP RETENTION ( BILL BLACK) (report attached)**

Bill reported that over 20,000 renewed this year for membership. We are presently at over 30,883 members with a 67% renewal rate. This is our best ever. Bill encouraged those with lower retention rates to talk with those with higher rates to determine how they were able to increase their levels. Mike Collins suggested that we publicize the successful techniques used by the top performing LMSCs. Our hope is to be at 32,000 swimmers by the end of this year. Stan Prazer has volunteered to work on developing a USMS commemorative stamp to increase our visibility.

### **FACILITATOR FORUM**

The committee agreed that they would like to have a facilitator return to convention next year. It was further agreed that a survey should be conducted before convention to determine "hot topics," prioritize issues, and give the facilitator guidance as to our mission statement. Nancy requested that everyone submit their ideas as to the top ten objectives of USMS before the end of the convention.

### **PROS AND CONS OF NAME CHANGE FOR USMS (KATHY KEFFER-SHARPE)**

Kathy and her subcommittee surveyed the issue of changing the USMS name and found a strong feeling to leave the name as is. The committee as a whole agreed. However, the idea was entertained to add a tag to the USMS title. Several ideas were given for tags, but at this time none has been chosen.

**COACHES MENTOR PROGRAM (MIKE COLLINS)**

Mike reported that eight very successful mentor clinics were held this year - one per zone. The bid forms are available now for 1997 clinics. In order to encourage participation in these clinics, it was recommended that hosts not charge more than \$30.00 per swimmer.

**DEVELOPMENT OF USMS HOME PAGE (JIM MATYSEK)**

Jim and Betty Barry have done an incredible job in setting up our USMS web page. It was up and available for viewing as of last week. Jim brought a hard copy for us to view and also provided a laptop on which to see the product. They plan to include Top Ten and All-American information, records, meet results, schedules, and forms, etc. The web page can be accessed at [www.usms.org](http://www.usms.org). LMSC's have the ability to link with the USMS web page. Jim will be the webmaster, and he and Betty will continue with their ad hoc committee on computerization. NCR

**ACTION ITEM:** The Planning Committee recommended that "Places To Swim" be made available for inclusion on the USMS web page.

**REVIEW OF SELECTION PROCESS - EXECUTIVE SECRETARY (BETSY DURRANT)**

Betsy reviewed the selection process. Fourteen exceptional applications were received for the position. Five interviews were conducted at convention, and the new Executive Secretary will be announced Saturday.

**WORKSHOP RE. PROSPECTIVE EXECUTIVE DIRECTOR/BUSINESS MANAGER**

A workshop on this topic was held with a panel composed of our five past presidents (Ted Haartz, June Krauser, Mike Laux, Tom Boak, Dan Gruender), and Mel Goldstein. This was an informational forum only. It was the direct result of the survey which Betsy Durrant conducted and compiled after the 1995 convention. Two-thirds of respondents indicated interest in hiring an Executive Director-type person, and Nancy felt that the USMS presidents would provide the delegation with a unique perspective on this issue. Betsy Owens served as the moderator, and there was a question and answer session at the end of the presentation. The Planning Committee voted to ask Mel Goldstein to create an ad hoc committee to continue studying this issue and to include members from all appropriate committees, with the idea that a more detailed report will be presented at the 1997 convention.

The meeting was adjourned at 12:15 PM.

## Membership Rankings 1996 (as of 9/11/96)

	Renewal 1996	1996	1995	1994	1993	1996 Clubs	1995 Clubs	1994 Clubs	1993 Clubs
Pacific	71.4%	7,270	6,830	6,631	6,308	104	92	95	91
Southern Pacific	66.1%	2,512	2,248	2,150	2,283	54	52	68	60
Potomac Valley	68.8%	1,273	1,289	1,140	1,099	23	25	23	25
Florida	66.5%	1,208	1,143	992	1,011	25	28	23	22
Metropolitan	61.5%	1,005	1,048	1,243	1,143	3	4	4	3
New England	65.2%	998	943	872	826	5	6	4	5
Central	63.8%	969	1,030	1,059	1,138	18	15	13	16
North Texas	63.1%	741	715	753	845	13	17	16	13
Colorado	76.6%	707	685	581	545	3	4	3	3
Arizona	62.7%	686	664	721	504	1	1	1	1
Pacific Northwest	68.2%	684	672	640	604	4	3	4	2
Hawaii	42.5%	680	724	384	462	13	11	6	7
San Diego-Imperial	69.5%	671	655	758	736	14	13	9	10
Michigan	75.9%	657	614	560	464	1	1	1	1
Delaware Valley	69.8%	575	559	606	600	7	4	4	4
Fla. Gold Coast	60.3%	571	653	641	456	7	7	5	5
Oregon	70.5%	546	576	501	475	2	2	2	2
North Carolina	63.9%	538	549	601	584	3	6	19	16
Georgia	66.8%	500	383	323	237	21	9	9	7
Indiana	75.1%	488	421	427	415	2	1	2	1
Southeastern	56.1%	484	483	482	451	20	20	19	17
Niagara	71.5%	466	474	492	458	2	3	2	2
Virginia	58.5%	462	489	431	459	6	4	4	5
New Jersey	75.3%	451	361	364	385	8	7	9	6
Kentucky	67.8%	449	422	353	317	8	7	7	10
Ohio	55.3%	436	472	429	389	9	16	13	21
South Texas	45.4%	394	438	335	289	8	12	2	4
Minnesota	64.1%	371	387	387	429	5	7	5	4
Maryland	61.3%	357	419	378	368	6	5	6	7
Connecticut	73.0%	354	367	372	372	1	1	1	1
Southern	64.0%	317	383	379	412	13	23	18	16
Lake Erie	67.3%	304	339	348	312	6	5	8	10
Wisconsin	74.9%	260	259	283	244	1	1	1	1
Gulf	64.7%	242	255	310	358	8	9	10	9
Adirondack	73.9%	227	253	288	280	1	1	1	2
Alaska	63.8%	226	163	139	157	2	1	1	1
Missouri Valley	75.3%	209	194	198	190	1	1	1	1
South Carolina	71.4%	200	192	190	198	4	9	9	5
Ozark	75.3%	191	190	178	174	2	2	2	1
Utah	51.5%	165	130	111	138	1	1	2	5
Iowa	47.8%	161	184	141	171	1	1	1	1
Oklahoma	65.4%	151	156	159	153	4	3	3	3
New Mexico	72.6%	126	95	111	99	1	1	1	1
Inland Empire	48.8%	123	172	187	161	1	1	1	1
Midwestern	55.8%	81	104	86	92	5	7	7	6
Allegheny	59.2%	80	76	50	41	2	2	1	2
Arkansas	62.4%	78	85	95	91	1	1	1	1
Montana	77.8%	58	45	49	53	1	1	1	1
Wyoming	62.2%	58	45	34	9	4	2	2	1
Border	75.5%	56	53	60	55	1	1	1	1
Snake River	77.4%	35	31	41	48	2	3	2	2
South Dakota	100.0%	24	15	21	18	1	1	1	1
North Dakota	30.8%	8	13	19	5	1	1	1	1
Annual Growth	66.5%	30,883 2.4%	30,150 3.7%	29,088 3.5%	28,111	460	461	455	444
Renewal	66.5%		66.9%	63.7%	57.2%				

	Growth 93-96	% Growth 93-96	Growth Rank 93-96	Change in Clubs 93-96	% Change 93-96	Club Change Rank 93-96	Size Rank 1996	Size Rank 1995	Size Rank 1994	Size Rank 1993	Renewal Rank 1996
Pacific	962	15.3%	22	13	14.3%	17	1	1	1	1	17
Southern Pacific	229	10.0%	30	(6)	-10.0%	42	2	2	2	2	27
Potomac Valley	174	15.8%	21	(2)	-8.0%	41	3	3	4	5	20
Florida	197	19.5%	18	3	13.6%	18	4	4	6	6	26
Metropolitan	(138)	-12.1%	43	0	0.0%	30	5	5	3	3	40
New England	172	20.8%	15	0	0.0%	30	6	7	7	8	28
Central	(169)	-14.9%	47	2	12.5%	19	7	6	5	4	32
North Texas	(104)	-12.3%	44	0	0.0%	30	8	9	9	7	35
Colorado	162	29.7%	12	0	0.0%	30	9	10	15	13	4
Arizona	182	36.1%	8	0	0.0%	30	10	12	10	14	37
Pacific Northwest	80	13.2%	23	2	100.0%	5	11	11	12	10	22
Hawaii	218	47.2%	6	6	85.7%	8	12	8	24	17	52
San Diego-Imperial	(65)	-8.8%	45	4	40.0%	10	14	13	8	9	21
Michigan	193	41.6%	11	0	0.0%	30	13	15	16	16	12
Delaware Valley	(25)	-4.2%	38	3	75.0%	9	15	17	13	11	19
Fla. Gold Coast	115	25.2%	14	2	40.0%	10	16	14	11	20	42
Oregon	71	14.9%	19	0	0.0%	30	17	16	17	15	18
North Carolina	(46)	-7.9%	41	(13)	-81.3%	53	18	18	14	12	33
Georgia	263	111.0%	2	14	200.0%	2	19	29	32	35	25
Indiana	73	17.6%	20	1	100.0%	5	20	25	22	23	10
Southeastern	33	7.3%	27	3	17.6%	16	21	20	19	21	45
Niagara	8	1.7%	31	0	0.0%	30	22	21	18	19	15
Virginia	3	0.7%	33	1	20.0%	15	23	19	20	18	44
New Jersey	66	17.1%	16	2	33.3%	12	24	31	28	26	6
Kentucky	132	41.6%	5	(2)	-20.0%	47	25	24	29	30	23
Ohio	47	12.1%	24	(12)	-57.1%	51	26	22	21	25	47
South Texas	105	36.3%	7	4	100.0%	5	27	23	31	32	51
Minnesota	(58)	-13.5%	48	1	25.0%	14	28	27	23	22	36
Maryland	(11)	-3.0%	36	(1)	-14.3%	44	29	26	26	28	41
Connecticut	(18)	-4.8%	40	0	0.0%	30	30	30	27	27	13
Southern	(95)	-23.1%	50	(3)	-18.8%	46	31	28	25	24	31
Lake Erie	(8)	-2.6%	35	(4)	-40.0%	49	32	32	30	31	24
Wisconsin	16	6.6%	29	0	0.0%	30	33	33	35	34	9
Gulf	(116)	-32.4%	53	(1)	-11.1%	43	34	34	33	29	30
Adirondack	(53)	-18.9%	49	(1)	-50.0%	50	35	35	34	33	11
Alaska	69	43.9%	10	1	100.0%	5	36	41	42	41	34
Missouri Valley	19	10.0%	25	0	0.0%	30	37	36	36	37	8
South Carolina	2	1.0%	32	(1)	-20.0%	47	38	37	37	36	16
Ozark	17	9.8%	28	1	100.0%	5	39	38	39	38	7
Utah	27	19.6%	17	(4)	-80.0%	52	41	43	43	43	48
Iowa	(10)	-5.8%	39	0	0.0%	30	40	39	41	39	50
Oklahoma	(2)	-1.3%	34	1	33.3%	12	42	42	40	42	29
New Mexico	27	27.3%	13	0	0.0%	30	43	45	44	44	14
Inland Empire	(38)	-23.6%	51	0	0.0%	30	44	40	38	40	49
Midwestern	(11)	-12.0%	42	(1)	-16.7%	45	45	44	46	45	46
Allegheny	39	95.1%	3	0	0.0%	30	46	47	48	50	43
Arkansas	(13)	-14.3%	46	0	0.0%	30	47	46	45	46	38
Montana	5	9.4%	26	0	0.0%	30	48	49	49	48	2
Wyoming	49	544.4%	1	3	300.0%	1	49	50	51	52	39
Border	1	1.8%	37	0	0.0%	30	50	48	47	47	5
Snake River	(13)	-27.1%	52	0	0.0%	30	51	51	50	49	3
South Dakota	6	33.3%	9	0	0.0%	30	52	52	52	51	1
North Dakota	3	60.0%	4	0	0.0%	30	53	53	53	53	53

2,772 9.9%

Annual Growth

Renewal