

USMS Rule Book Editorial Board Meeting'
September 24, 1993

The meeting was called to order at 9:05 AM by the Rule Book Editor, Julie Paque. Christine Winn served as recorder. The following Board members were in attendance: Meg Smath, Steve Hogan, Christine Winn, and Dorothy Donnelly.

A financial report was presented. The budget for the printing and mailing of the 1993 Rule Book was \$7,750. Expenses to date are \$7,550 but this does not include some of the mailing expenses so the Board will probably be slightly over budget. Income from sales of the 1993 Rule Book was just over \$3,000. Sales from ads for the 1993 Rule Book totaled \$4,200. So far the Marketing Committee has sold \$1700 worth of ads for the 1994 Rule Book.

The Board discussed various ways to increase sales of Rule Books, including placing a more prominent ad in SWIM and selling them at a lower price but no action was taken.

The Board solicited feedback regarding the 1993 Rule Book. It was noted that some Rule Books had upsidedown pages. Anyone who receives a Rule Book with such a problem can get the Rule Book replaced at no cost. The envelopes that the Rule Books were mailed in marked up some of the covers but this was corrected as soon as it was discovered.

The Board selected the cover for the 1994 Rule Book. The two choices were a drawing of a frog, submitted by Scott Rabalais, and a photo of four swimmers, submitted by Kerry O'Brien. Both designs were wonderful but very different. The Board selected the photo, but hopes to use the frog design in some other capacity. Several suit logos will have to be airbrushed out.

The Editor gave a progress report on the project to delete most gender references in the Rule Book. The Board's suggested changes were passed on to the appropriate committees. Most were considered housekeeping but some will have to be dealt with next year as rule changes. The Board expressed its desire to continue to use the word "Chairman".

Motion to change the index placement to just before the last page, S, P. It was noted that history drives the current policy regarding ad placement.

The consensus of the Board was that neither the differences between USMS and FINA rules nor the National Qualifying Times should be in the Rule Book Appendices.

The Editor assigned proofreading tasks for the 1994 Rule Book. The Board would like to publically thank Walt Reid for automating the Records Appendix so that no entry or proofreading is required. Meg Smath has already proofread Appendix G.

The Board agreed to request \$850 for Board expenses. Motion to print only 1,200 Rule Books rather than 1,500 Rule Books, S, P. The Board then agreed to request \$6,850 for printing expenses. The Editor predicts that the 1994 Rule Book will raise \$4,000 in ads and \$3,000 in sales.

The Board discussed several suggestions regarding the 1994 Rule Book dedication. Motion to dedicate it to the many volunteers who make this organization run smoothly, S, P.

The Editor reported that she will recommend to the Executive Committee that Meg Smath be the next Rule Book Editor. The Board solicited ideas and suggestions regarding the 1995 Rule Book, which includes providing tabs or colorizing different sections of the Rule Book, putting case studies regarding rule and regulation clarification or officials decisions in the Rule Book, and getting sponsors for the different sections. Any other suggestions can be given to Julie Paque or Meg Smath.

The Board discussed several legislation proposals. The Board supports both L-31 and L-33 but not L-37.

Meeting Adjourned.

Action Items

1. Selection of the 1994 Rule Book cover - a photo of four swimmers submitted by Kerry O'Brien.
2. Motion to change the placement of the Index.
3. Budget request of \$850 for Board expenses and \$6,850 for printing and mailing, and income projections of \$4,000 for ads and \$3,000 for sales.
4. Motion to dedicate the 1994 Rule Book to all USMS volunteers.