

AD HOC ONE-EVENT REGISTRATION COMMITTEE

Committee members present: Jim Miller, M.D. - chair
Michael Collins
Barbara Protzman
Gerry Rodrigues
Bill Struthers
Joann Leilich

Committee member absent: Barbara Dunbar

The concept of one-event registration is a very new consideration to USMS surfacing in 1991 at convention. When put to the House of Delegates it was initially defeated but it was agreed that it would be brought back before the House of Delegates after committee work had been conducted on the topic. The concept is not new to other sports federations in particular TriFed and NORBA whose pricing breakdown is as shown.

TriFed: 30,000 one-event registrants 1991
Regular membership \$32 → \$25 (1993)
One-event registrant \$12 → \$5 (1993)

NORBA: offered only in beginner category
25,000 one-event registrants 1991
Regular membership \$25
One-event registrant \$ 5

Many reasons have been given for considering one-event registration for USMS. One of the instigating considerations from the parties that first brought it to the floor was that of using it as a marketing tool to increase exposure and membership growth. After considerable discussion and research, the committee's decision by a vote of 4 to 2 was to recommend to the House of Delegates that they approve one-event registration with some reservations as listed in the Convention Packet.

In addition to these reservations, the following suggestions were brought up as additions to the original concept for consideration in today's discussion.

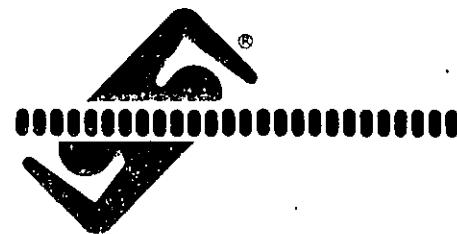
1. Since needs and wants vary between LMSCs, it was decided that one-event registration would remain optional among LMSCs.
2. One-event participants would register as unattached with an option to upgrade to a full USMS registration with club affiliation within a reasonable time frame (30 - 60 days).
3. One-event registration would only be available to those participants who have never been registered with USMS. It was conceded that monitoring this policy would be difficult.
4. A separate data base would be set up to register participants on the national level.
5. Follow-up communication would be developed and distributed on a national level.
6. A national one-event registration fee of \$8 (\$5 for insurance, \$1 for registration, \$2 for communication) would be

established to which each LMSC could tack on their own fee if necessary. Final communication fees would be dependent upon coordination with the Marketing Committee.

7. One-event registration would not be counted toward delegate status!

The committee's final decision is to recommend approval of one-event registration to the House of Delegates. A simple majority vote in favor of this recommendation directs the committee that there is sufficient interest in one-event registration to return to convention in 1993 with the plan completed and ready to implement following revisions etc. that would occur at that convention. It would appear as a legislative change proposal. A vote opposing one-event registration concludes the study. If the vote is favorable the committee chair requests additional members be added to the existing committee representing other geographic areas.

Submitted by committee secretary, Linda McCowan



ANNUAL REPORT

AD-HOC ONE DAY REGISTRATION COMMITTEE

The concept of one-event registration is a very new consideration for United States Masters. It is a concept that has been entertained and is currently utilized in several other sports federations in the United States. The consideration of one-event registration surfaced in the convention of 1991 in Louisville, Kentucky. When put to the floor of the House of Delegates, it was initially defeated, but it was agreed that it would be brought back before the House of Delegates after committee work had been conducted on the topic.

Many reasons have been given for considering one-event registration for USMS, but one of the instigating considerations from the parties that first brought it to the floor was that of marketing. It was felt by those individuals that this would be a way for USMS to increase exposure, increase marketability, and broaden the exposure for future membership growth. Because of the above consideration, the ad hoc committee was formed. The committee was appointed by the President of USMS and consists of Jim Miller, M.D., Chair; Michael Collins, Davis, California; Barbara Dunbar, La Jolla, California; Joann Leilich, Springfield, Virginia; Barbara Protzman, Catonsville, Maryland; Gerry Rodrigues, Santa Monica, California; and Bill Struthers, Ridgefield Park, New Jersey.

This committee has worked hard, meeting at the national championship, cooperating in surveys, and interviewing other federations for their experience, in order to present to the House of Delegates a well thought-out response to the concept of whether or not single event registration is in the best interest of USMS. First among the considerations of the committee is the fact we are not discussing one-day registration but one-event registration since it was never the intention of the proposing members that an event going for two days would require two separate registrations or that should an event be postponed to another time that the registration would not follow with the event at its rescheduled time. It also must be conceded that regardless of the feelings of the committee members, all members agreed that there were positives and negatives to the topic of the health of single-event registration.

The summarizing survey from the committee members is as follows:

1. Reasons for One-Event Registration

In discussing the concept of one-event registration with some of the authors of this concept, this was taken from the experience of other federations, in particular, Tri-Fed., as well as U.S. Cycling, NORBA, etc. In each of these instances these federations are using one-event registration to promote their sport and to increase exposure to a broader base of athletes. A concern is

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present among some members of United States Masters Swimming that at this time the organization is static and is not showing the growth potential that it certainly deserves considering the product that we are offering our athletes.

5 Agree

2 Disagree

2. Follow-Up Communication

Communications is a paramount part of marketing, but the athlete will only know the communication is present if it is experienced. Therefore, if one-event registration is a viable marketing plan, communication should be extended to these individuals in the form of a welcoming newsletter or a zone newsletter rather than the registration with no form of follow-up communication.

6 Agree

0 Disagree

3. Negative Impact Upon Membership.

Concern is present that there will be a shifting of registrations away from the current full registration to the one-event registration. This, of course, is highly dependent upon the product that is being offered these individuals with regard to whether they feel their money is being well spent. It is part of the marketing incentive to retain members, assuring that they feel satisfied with the product.

4 Agree

1 Disagree

4. Insurance

I've just concluded discussions with the Insurance Committee as well as Jardine regarding the impact upon insurance and cost to USMS. While, of course, there is increased exposure based upon the increased numbers, the amount that Jardine charges USMS is a fixed rate based upon past experience of over-all numbers of participants. We are different from some of the federations who tack on insurance charges to each meet registration, and we are also different from the standpoint that our current insurance coverage includes supervised practices as well as meets.

The topic of one-event registration needs to be brought back to the attention of the Insurance Committee should it be voted positively from the ad-hoc committee. Over the past two years the Insurance Committee has felt that there is an increased possibility of poorly prepared athletes participating in events who may not truly understand the degree of training required. For this reason, as well as others, the Insurance Committee has voted down the concept of one-event registration, stating that they felt it exposed USMS unduly. Our ad-hoc committee could request reconsideration by the Insurance Committee. The true impact of a dollar amount for coverage for USMS would only come into effect for following years in the event that large numbers of participants appear as one-event registrants.

5. Impact of One-Event Registration on the Goals of Masters Swimming

To quote the Rules book, the goals of USMS are "to offer encouragement to individuals, clubs, organizations, and communities in organizing and conducting life-long physical, recreational, and competitive Masters swimming programs." While the intent may be to entice members to sample the benefits of United States Masters membership, single participation does not necessarily lead to a life-long pursuit of physical fitness. Points have been made that single-event registration is contrary to this stated goal.

3 Agree

2 Disagree

6. Impact Upon LMSC Registrars

We are, of course, quite fortunate that on the ad-hoc committee is the Registration Chair for USMS, and she has raised a concern regarding the impact upon the registrars in the individual LMSC's to process yet another subset of athletes. Since the registrars are not paid positions in most of the LMSC's, the question arises whether we are taxing our willing registrars unduly. Therefore, consideration needs to be put forth at this time that if one-event registration is brought to the floor in a positive format, the registration process be clearly thought out, including suggested formats for the registration forms. I concur with the Registration Chair that the registrars for the localities cannot be excluded from the process of registering these individual athletes, thereby protecting our current insurance umbrella.

5 Agree

0 Disagree

Final Impression

4 Agree

2 Disagree

As you can see from the above, the committee, as well as individual members, were split on multiple topics. In fact, some committee members voted to agree and disagree, listing their individual reasons for having done so. The final vote was Agree - 4; Disagree - 2; therefore, the Ad-Hoc One-Event Registration Committee would recommend to the House of Delegates that they approve one-event registration. Since there was not a tie in the voting of the committee members, the chair of the committee is not represented in the above vote.

Those committee members who voted in favor of the topic of one-event registration presented the following reservations, which were included in their consideration. I would emphasize that these comments were offered by those who were in favor of the concept of one-event registration.

1. Registration should be structured to encourage on-going membership, not as a means to avoid full registration fee. Efforts must be made to sell one-event registrants on the benefits of full membership. Further, all one-event registrants need to be registered with their LMSC as well as national body without any shortcutting of that process. This topic is felt to be critical to maintaining our insurance integrity.

2. Serious consideration must be given to the extra workload that one-event registration would place on our volunteer network.
3. The cost of one-event registration should be at least 1/2 the cost of full membership.
4. All aspects of insurance coverage must be closely considered since it was expressed by several committee members that one-event registration would be most heavily utilized by open water swimmers, which on a per event basis could be considered as having a greater potential for accident.
5. One-event registrants should not be considered for Top Ten and All American; nor should they be included in national championships, pool or long distance.
6. Further communication beyond the single event, whether in the form of a flyer from the national office or the LMSC, newsletter, etc., needs to be conducted in an attempt to "sell" the one-event registrant on the value of United States Masters Swimming membership. It is recognized by the committee that further communication for these individuals is a very time-consuming proposition to be placed upon the registrars but is felt to be essential to the on-going goals and growth of our organization.
7. One-event registration should be given a 2-year trial with reconvening of the committee for reassessment at that point.

UNITED STATES MASTERS SWIMMING CONVENTION

SEPTEMBER 23 - 27, 1992

MINNAPOLIS, MINNESOTA

COMMITTEE One Day Registration - ad hoc

CHAIRMAN Jim Miller MD RECORDER Linda McCowan

VOTING MEMBERS PRESENT:

MICHAEL COLLINS, PACIFIC GERRY RODRIGUES - SOUTHERN PACIFIC

Bill Struthers - New Jersey Barb Protzman - Maryland Joann Leitch
Potomac Valley

NON-VOTING MEMBERS, VOICE AT OPTION OF THE CHAIRMAN

<u>Diane Black</u>	<u>Adrienne Pipes - San Diego / d.</u>
<u>Diane Reed</u>	<u>Craig Tribuzi - North Texas</u>
<u>JEANINE ENSIGN</u>	<u>Barbara Bauer - Southern</u>
<u>Mike Hogarty - CORRAL</u>	<u>Lil Haneman - FGC</u>
<u>Ruth Winn - Pacific</u>	<u>MIKE HITCHCOCK - TEXAS</u>
<u>Christine Winn - Pacific</u>	<u>Libby Neufeld - So. Texas</u>
<u>Peter Crumrine - Conn</u>	<u>Paul Windbath - MINNEAPOLIS, MN</u>
<u>JACK BUCHANAN - COLORADO</u>	<u>Tom DENOS - POTOMAC VALLEY</u>
<u>John P. Maguire - Florida</u>	<u>Joanne Tingley - KY</u>
<u>ait mayh - Delaware Valley</u>	<u>Mike Lark - Insurance</u>
<u>Maureen Koss USMS Ohio Central Region</u>	<u>Marilyn Early - Michigan</u>
<u>JACK GEOGHEGAN</u>	<u>KYNN HAZLEWOOD - POTOMAC VALLEY</u>
<u>GEORGE CUNNINGHAM - PACIFIC</u>	<u>Bob MERRICK - SPacific</u>
<u>JOHN ZELL - OREGON</u>	<u>Bob KOENIG - OHIO</u>

Please attach a copy of the Minutes of your meeting to this form and return it as soon as possible to Mel Goldstein, USMS Secretary. It must be handed in **BEFORE** you leave the Convention.

Carl Chittim Arizona

All Committee actions require approval of the House of Delegates. Any such actions **MUST** be handed to Mel Goldstein **PRIOR** to the House of Delegates meeting.

Edie Gruender - Arizona
Laura Val Pacific
DAVE GRAY, Pacific
Zena Heumann, Pacific Northwest

Leslie Ronacher - Gulf
George Mervy - NIAGARA
Eileen Schappel - Southeastern