

## AD HOC ONE-EVENT REGISTRATION COMMITTEE

Committee members present: Jim Miller, M.D. (chairman), Michael Collins, Barbara Protzman, Gerry Rodriques, Joann Leilich, Elleen Schappel, Sarah Hromada, Greg Spire (for Barbara Dunbar), and Nancy Rideout (Executive Committee Liaison)

The concept of one-event registration was first considered at the 1991 convention as a possible marketing tool to encourage growth in USMS membership. At that time the intent was to target open water swimmers and triathletes. Off-shoots of this concept (rolling registration and reduced registration fees in September/October) have since been proposed as well as inclusion of pool events.

After conducting two years of feasibility and economic studies, the committee has decided to recommend the adoption of one-event registration for those LMSCs that are so interested. Final wording of the proposal has been submitted to the Legislation Committee for consideration.

The Financial Committee expressed concern about the possible financial impact this proposal might have at the national level. All National USMS expenses would be covered by an established base rate that local LMSCs must charge. Since the financial impact will vary between LMSCs and events, the potential for a financial loss would more likely occur on the local level. Therefore the clarification was made that each LMSC has the option to not only make the proposal more restrictive, but to establish their own local fee.

Section I of the Policy Statement was revised and approved unanimously by the committee to read: "The cost of one-event registration is left to the discretion of each individual LMSC to include the national one-event fee plus a LMSC fee." (See attachment)

The impact on Swim Magazine was discussed. A decrease in regular USMS membership would increase their publication costs. It would also limit their ability to attract advertisers which would impact USMS financial at the national level.

The suggestion was made that possibly one-event registration be tested for the first year by the LMSCs only at open water events, in order to evaluate the financial impact. The possibility of only offering this option to someone who's never been a member of USMS was also suggested, but keeping track of these individuals who be an impossibility.

### Summary of important points, if adopted:

1. One event registration will need to be considered on an individual LMSC basis as to its financial impact on the locality as well as the event targeted as a trial.

2. Serious consideration must be given regarding its success as a marketing tool on the national or local level as an enticement to full membership.

3. The suggestion was made by the committee that the committee be continued to study the ongoing impact one-event registration has on USMS and to develop marketing materials to be used at registration.

## **POLICY STATEMENT**

---

All LMSC's that choose to offer the option of one-event registration should do so with some degree of uniformity. Therefore, it is the recommendation of the Ad Hoc One-Event Registration Committee to propose the following implementation guidelines:

- I. The cost of one-event registration is left to the discretion of each individual LMSC.
- II. A packet of information regarding USMS should be provided to each one-event registrant as an inducement to joining USMS on a longer-term basis. Included in the packet may be any of the following:
  - A. Informational brochure from United States Masters Swimming.
  - B. A membership reduction coupon may be offered to be used toward offsetting the annual cost to United States Masters. The membership coupon would be valid for only 30 days after the date of registration, which will be indicated on the coupon by the meet director. The value of this coupon will be determined by each individual LMSC.
  - C. Registration form for that particular LMSC for full membership.

9/23/93

1:30 - 3:00 pm

# One Day Registration

	Jim Miller MD	Virginia
29	Joann Leick	Potomac Valley
30	Eileen Schappel	Southeastern
31	Sarah Hromada	Minnesota
32	Barb Protzman	Maryland
33	GERRY RODRIGUES	SOUTHERN PACIFIC
34	Greg Spire (for Barbara Dunbar)	San Diego Imperial
35	Nancy Ridout	Ex Com. Union
36	Lynn Haslewood	Potomac Valley
37	Art Mayer	Del Valley
38	Adrienne Pipes	San Diego Imperial
39	Bob Merrick	So. Pacific
40	Dave Zander	Inland Empire
41	Nick Fazzano	NEW ENGLAND
42	Diane Reed	New England
43	Gro McVeey	NIAGARA
44	Debbie Morrin	Potomac Valley
45	ROBERT E. ZEITNER	CENTRAL
46	Charles Kohnen	FLORIDA
47	MO Chambers	Pacific
48	Ingen Crisson	Oregon
49	Karen Deal	Swim Mag
50	Phyllis Hill	PNA
51	Mary Scott	N.C.
52	Bill Black	GA
53	Lucy Johnson	SPMA
54	Jean Thompson	CCS
55	Albert Winslow	Metropolitan
56	Christine Wilm	Pacific

1	Alan Levinson	PACIFIC
	JEANNE ENSIGN	MONTANA
2	ANNA LEA ROOF	MISSOURI VALLEY
3	DORE SCHWAB JR	PACIFIC
4	JACK BUEHANNAN	COLORADO
5	BOB KOENIG	OHIO
6	Peter Crumbine	Conn
7	GEORGE CUNNINGHAM	PACIFIC
8	Marcia Marcantonio	South Texas
9	Jeanne Tugley	Kentucky
10	Pat Maley	Ohio
11	Shanna Sullivan	Southwest
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		
26		
27		
28		

Sarah  
Bob. Protzman  
John  
Dennis R.  
Greg Sp.

Jim  
Mike Collins  
Kevin Sch.

AD HOC  
ONE EVENT REG.

### Legislation Proposal

I. <sup>1 event</sup> Event as mktng tool to inc. growth  
to expose to lg. part of population → open w/o  
way<sup>2</sup> impact on swimming committee<sup>trath.</sup>  
at a whole.  
off shoots.

- 1) rolling reg.
- 2) reduce fee final quarter
- 3)

### II Legislation 201.1.1 201.1.2 .....

Sides: ~~where~~ to needs to appear in rulebook  
how implement → Policy Statement

1 event → unattached swimmers  
fee → ~~USMS current rate \$15~~ <sup>covers:</sup> regist. Net'l  
~~LMSC~~ → insur. \$5

ins. committee  
Go → bid for separate coverage

Fee  
(Base \$8 fee: + LMSC chg)  
(\$5 ins; 1 reg 2 comm.)

~~Swimming pool membership~~

~~Swimming pool membership~~ \*

finance committee concern

effect on Nat'l income (financial impact)

loss will be on local level

→ USMO will still get its fee \$ to cover their expenses.

tiny or heavy triath. / O.W.

Discuss:

~~single or multiple (201.1.2)~~

~~possible change of wording~~

#2 used in various ways → swim

→ Committee Devz. Packet

~~members concern~~

Swim mag. -

\* attracting

lower registration thus inc. costs of <sup>public</sup> <sub>swim</sub>

→ impact

advertising reduced → reduce amt. to USMO.

Our <sup>goal</sup> ~~desire~~ is to <sup>increase</sup> membership in ~~beginning~~ Open Water should it be restricted <sub>not pool meets</sub>

Suggestion

test 1st yr: on open wto level

due to financial impact or leave option

④

### Financial Impact

each LMSC different

each event different

registration committee:

lower fee

join in Sept/Oct

\$10 Nat'l plus local fee.

marketing tool

~~rolling registration - would eliminate no opportunity of the need of this rolling proposal.~~

### New Business

① Summary of Ingt. Points

① consid. on and. LMSC basis as to fin impact on the locality as well as event targeted as a trial

② per. consid. regarding marketing tool offered from Nor L Vario as an incentive to full members

③ Committee by cont

20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56

Classification  
prop  
up to each kmsc.

kmsc - option to make more restrictive.

5: making tool - then only offer to someone  
who's never been a member of USMS.  
trouble tracking

~~all in favor~~  
~~trouble tracking~~

Association

### 3] Policy Statement

"to included ~~at~~ <sup>current</sup> the national one event  
fee plus <sup>a</sup> kmsc fee." (additional wording)

all in ~~favor~~ revised & approved unamin.  
by Committee members.