

Group:  
(Please print legibly)

LMSC

Owner Name:  
(Last, First)

[Redacted]

Problem / Question:

My Chair has a private agenda for her personal for-profit swim team!

How to stop it + make priority LMSC!

- 1. Elect a new chair -
- 2. Determine as a group what the main goals of your LMSC will be for the next 1-2 yrs.
- 3. Recruit more people to LMSC

- Eliminate all stipends
- work w/ zone chair & other LMSCs to determine best practices elsewhere

- Bring up discussion in Annual meeting
- Enlist the help of the USMS staff

Elect a new chair - get folks from your team to attend + Elect a new candidate.

Call it out @ a ~~zone~~ LMSC board meeting + discuss in gran

Make discussions and actions of board/comm more transparent through minutes etc - to expose those biases (and biases of others) - May prompt new results at next election

[Empty]

[Empty]

[Empty]

Chair

Group:

(Please print legibly)

[Redacted]

Owner Name:

(Last, First)

[Redacted]

Problem / Question:

How to get more people from other developed MASTER'S TEAM TO Participate in LMSC

- 1 OFFER LMSC OFFICER POSITION TO TEAM CONTACT
- 2 HOST LMSC-FUNDED MEET @ THEIR FACILITY

- 3 Show the team the value of ~~part of~~ the LMSC and show how they could benefit by helping

3

~~Make high seed or challenge invitation~~  
~~members join & follow up~~  
~~some informed~~  
~~deal with~~  
~~get more engaged~~  
~~in at 1st~~

→ tell them they need repre-

- 4 Cover more of their travel costs?
- 5 provide better tools or SW?

5 Ask them individually / in-person and explain why you want and value their contributions

6 They might not know! Ask around to people who might be interested. The owner is also on the people who are in the LMSC to be inclusive & share responsibilities!

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Group: LMSC Chair  
(Please print legibly)

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

We tend to have the same people volunteering for boards / committees + rotating around. What's a good way to recruit new blood?

1  
Limit terms to a maximum. (say 5 yrs) then need to take a year off

2  
use newsletter or web site to request volunteers and/or use a vice/chair approach to have 2 people on each job

3  
**ASK PEOPLE!**  
I was recruited and didn't even realize this existed. Ask a young person so they get involved + stay in the program - plus good for their resume!

4  
~~Use~~ Communicate by any means possible to recruit new members - then offer them an informative program/meeting to attend and hook them there

5  
• Social Events (esp after meets)  
• Mentor younger (35+) swimmers  
• Appoint contact from a new team to a job w/ the LMSC

6  
• Communicate to the LMSC through web site/newsletter the need for help. Sometimes people don't even know there is a need.

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Group:

(Please print legibly)

CHAIR

Owner Name:

(Last, First)

Problem / Question:

NEED MORE VOLUNTEERS IN A VERY "I'M TOO BUSY / I HAVE NO MORE TIME" AREA

- 1 Offer perks in hard to fill areas
- 2 Offer as much support as possible
- 3 Give an assistant for help

2 OFFER PIZZA, Beer and Free workouts before meeting to entice people  
 N attend Men talk Men into joining committee (work on me)

3 Offer incentives that don't cost much... ~~that~~ ~~don't~~ pizza, beer.  
 - use mass virtual meeting technology.

4 Re-examine the nature of the volunteer position. Is the position itself interesting and meaningful

5 Go to locate USA swimming. Get the kid involved so they can put it on their college resume! This also gets him involved early & might stay!

6 you need incentives  
 - Award ceremonies to acknowledge Volunteers not previously recognized - FREE Food meetings or events with interesting speakers  
 Discounts at Sports stores

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#6



Group:  
(Please print legibly)

Chairs

Owner Name:  
(Last, First)



Problem / Question:

When/where to conduct <sup>effective, well attended</sup> annual meeting -  
MI-LMSC currently does this between sessions  
at our LMSC championships

Good Question!

1

I have not found a great solution for this. We hold ours after the swim meet - but people leave leave and don't stay either!

2

Pacific has just begun to have Annual Mtgs. This year will be our 2<sup>nd</sup> one. We picked a CENTRAL LOCATION for all teams and make it free, no cost

3

- We do offer a well-attended meet
- Buy everyone pizza
- Offer discount of team registration fee to attend meeting

4

Piggy back with a well attended swim meet - hold it after  
• Offer food/drink - turn it into a social event

5

Have a banquet ~~with~~ w social in a conjunction w/ annual meeting to try to draw more. Reserve a room. Hold it about a month after convention.

6

Disney World

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Group:

(Please print legibly)

Chairs

Owner Name:

(Last, First)



Problem / Question:

PMO's (provincial swim bodies) withhold funds from the Provincial Masters Org. (MSO) - ... How do we fix this??

1 Document problem in writing and ask other MSOs to do the same. Raise issue @ general meeting of PMOs/MSOs

2 I think you need to go to the national body for more muscle! Suggest an online log in site so you can follow how much money they owe you in real time!

3 I agree with 1 & 2 - However use your most involved and best leadership you have to tackle this problem, Newbies will not be effective to handle this problem

4 • Require team dues for teams/workout groups

5 • Review by laws and call to change funds allocation  
• Enlist the help of all the PMO's and bring a vote to the matter

6 put a rule in that the \$ must be allocated to different projects

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Group:  
(Please print legibly)

LMSC Chairs

Owner Name:  
(Last, First)

Problem / Question:

I'd like to get a younger demographic interested in Masters swimming.

1  
Bring brochures about masters to HS championships meets + college swim teams.

2  
Advertise, @~~all~~ all age group State + National Championships.

3  
ask to have info posted on LSC (USA-swimming) web site or in newsletters

4  
Make master present at USA swimming! My dad was involved - so I always knew about it and was interested in swim. I started with masters at 22 after college and haven't left! If you get young socialize help to keep them by creating a fun environment!

5  
You need or it will be helpful to offer sociability as a trade off for working volunteer jobs - meet new people! you will be glad you did type of thing?

- 6
- Social! Facebook, twitter & social events
  - Make sure coaches do not mandate #s of practices and/or competition
  - Team Gear
  - Awards

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Group: Chairs  
(Please print legibly)

Owner Name:  
(Last, First) [REDACTED]

Problem / Question:

How do you convince a long time volunteer it is time to let someone else do his/her job?

1  
By PRAISE,  
AND the suggestion  
that AN ASSISTANT  
MAY be needed  
to continue their  
good work-later  
OK.

2  
Ask them to  
perform a new  
assignment in the  
LMSL de

3  
Pray about it  
and ask them to  
assist a new  
person interested  
in the position.  
They can serve  
as a mentor.

4  
I wish I  
knew.

5  
If your LMSL has  
policies (written ones)  
about this you can  
refer to those when  
you talk to the  
person  
Or: find a replacement  
for the position and  
introduce the idea at that  
time.

6  
set up a  
meeting. talk to  
them about a their  
role. Share what  
you expectations  
are for future  
growth. ID.  
issues/problems  
modify their / then  
a Employee  
Employee  
relationships

7  
What are the reasons  
for needing a change?  
Need to train for the  
future? Persons not keeping  
up with technology?  
Be sure you can articulate  
the reasons and then  
have a face-to-face  
conversation with the  
person to discuss.

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Group:  
(Please print legibly)

CHAIR

Owner Name:  
(Last, First)

Problem / Question:

Why doesn't USMS MAIL MEMBERSHIP CARD to our MEMBERS? SINCE USMS NOW HAS A PAID STAFF AND ON LINE "CARDS" ARE READILY AVAILABLE.

1 I agree. I have heard from my registrar about he has technical issues sometimes printing the cards. Has anyone poll ~~for~~ to see how many people request hard copy cards.

2 There are also a few members who do not use internet technology; therefore, they need to receive a card. Otherwise, I believe, and agree that on-line registrations do not need to have cards sent as they are available on-line.

3 They do charge \$2.00 per card. I asked same question yesterday & that's the response I got from Jim & Anna Lee.

4 Our LMSC issues paper cards to members who request this as an office service

5 Perhaps offer members the option for longer membership periods & issue plastic cards for 5 year membership

6 Small percentage of our membership asks for paper cards, so not hard for the registrar to just do it herself.

7 It is also the USMS office position that the LMSC should be involved in membership fulfillment.

8 USMS Recovers A Far greater Portion of the "FEE" Spent + the Expense.

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Group:  
(Please print legibly)

Chairs

Owner Name:  
(Last, First)



Problem / Question:

How can we generate more revenue? (We charge just a \$20 fee for meet sanctions) FYI -  
→ To support providing more services

1 Ask those members who can, to make an additional donation of \$XX. \$100 from 100 members adds up to \$10,000.

2 Raise OEV Fee to be closer to Full Membership, making it more advantageous to join and get the full benefits of membership.

3 Raise LMSC portion of the membership fee. Need to demonstrate some added value to membership when this happens. a small increase will generate more income because it covers a larger population.

4 Promote advertising in swim meet heat sheets (business cards, 1/2 page, full page, sponsoring a specific event).

5 Incentivize clubs to get more of their swimmers registered. Most clubs have lots of swimmers in the water who are not registered with us - make it a rule. Kick back <sup>portion of</sup> membership dues to the club.

6 Introduce new ideas and activities in your LMSC and publish the added value for your members. At that time you could raise the fee.

7 I concur with #3 we do this & it increased our Balance sheet for added income & slight ↑ in pooler meal costs & offered them free

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Group:  
(Please print legibly)

Chair's

Owner Name  
(Last, First)

Problem / Question:

I am always having to get involved with complaints coming from a team that is being very critical about my <sup>one</sup> board member nothing is ever good enough!

1

2

3

If that team does not have a member on the board, appoint ~~them~~ a team member to some position close to the board so they can be on the "inside" and see how things really work

If the team has a board member, assign that team's board member some of the responsibilities of the person they complain about.

Where are the complainees when asking for solutions? Being a "Monday Morning QB" is easy. Helping w/ a solution before hand is <sup>easy</sup> Ask: Where were you before?

4

5

6

Encourage benefits of team representation on LMSC Board. Set realistic goals/expectations of what the LMSC Board will do.

Encourage them to volunteer on the board or a sub-committee. Also, allow the present individuals to be as silent audience in board meetings, they can be a "guest."

We have the same problem with the LMSC development committee.

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Encourage that team to appoint a team member who attends board meetings and/or have them appoint an at large board member.

Group: *LMSC*  
(Please print legibly)

*Charts*

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

*Encouraging Teams to host meets/ events. ~~do to~~*

1 Offer some type of incentives, such as financial help, physical support (meet management, officials, etc.) ~~from~~ bags, goodie. ✓

2 (LMSC) We pay a stipend to clubs hold a meet. It's 300.00. Must be sanctioned and advertised 3 months in advance. We pay as soon as results are submitted.

3 Consider having teams host one-day meets within their area. Perhaps you LMSC could offer some financial aid.

4 offer them that you will help host & manage time/meet systems

5 • Financial support so it's OK if the meet ends up in the red.  
• Offer an experienced meet director, even if not from that team.  
• Hold clinic on hosting a meet

6 Recruit people from the board or clubs that have hosted meets to be responsible for some percentage of the event logistics.

7 offer LMSC stipend up to 10 events a year - free to our members - the meet host are paid a fee from the LMSC to run the meet. This is a "value" to the members. clubs want to make \$ in this is one way.

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Group:  
(Please print legibly)

Chair

Owner  
(Last, First)

Problem / Question:

As the Chair, I would like to be able to communicate with all members of my LMSC via e-mail. Currently, only the registrar has the ability to send out e-mails ~~data~~ using the USMS database.

Constant Contact

Our LMSC uses Constant Contact to publish a monthly newsletter. The member list is generated by our registrar.

- Set up a Facebook page.
- Set up a web site to blog
- BCC your members people are sensitive to a cc showing their address.
- office outlook has a means to build an address book

Agree about Facebook page - that way vendors can go to the content rather than receiving e-mails they may not want

Use USMS database to populate constant contact database. Or ask the registrar to distribute your letters/messages

- 1) Hire Registrar to send the communication it is their job.
- 2) Set up A E-MAIL group that member may join (FREE)
- 3) Post to your website.

We have registrar send out communication Draft and approved by the chair. We post all updates on our website.

Group:

(Please print legibly)

Chair LMSC

Owner Name

(Last, First)

Problem / Question:

(In) <sup>IN ACCURATE</sup> COMMENT Top Ten documentation.

It our top ten isn't submitted correctly the members suffer & don't get what they PAID for.

1 Your LMSC needs a dedicated top ten recorder whose <sup>only</sup> job it is to perform this task.

2 meet with the Top Ten advisors them of your concern. listen to what they say & confirm your understanding. Tell them the critical nature of keeping records & let them decide

3 See if there are any tools that can help your Top Ten Chair - eg. required software for meet results so they come to number in a uniform manner

4 Clearly document standards. ~~and~~ Have the Top Chair agree to the standards and ask them to do a self assessment. Probably need to do the same for all LMSC positions.

5 This problem really starts with the meet host not setting the final results to your top 10 or specialist chair in a timely manner - work on "educating" your meet hosts.

6 Develop standards for meet Directors to submit results. Communicate frequently with the meet Director the top ten person can't do anything if they don't get the data from the meet Director.

7 Get a new Top 10 Chair. We had this problem several years ago when meet names were not submitted. We had to "fire" the person and get someone in the position who would get the job done. It is very frustrating!!

8

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Group:  
(Please print legibly)

Chairs

Owner Name  
(Last, First)

Problem / Question:

How do I recruit new/younger board members willing to actually be active in a position?

1 Discuss the future of USMS & how they can easily be apart of making USMS for the ~~benefit~~ benefit of their sport

2 Start them with an "easy" position - i.e. one with a clearly defined role or job where you can see the results - e.g. open water chair; safety chair - hopefully their success will lead to other involvement

3 Find a job they can do on their own time/schedule, Also something that is short in duration.

4 I have had the same problem. Set them to volunteer as a committee member or chair to get them involved.

5 Keep asking for help and volunteers eventually more people will come forward. Try to emphasize the benefits of volunteering

6 Have them mentor with experienced board members. We are dealing with a similar dilemma, I believe. Encourage the individuals to attend the convention

7 Be sure they know how much time it's going to take. Younger is not necessarily better. Go, kids, - not much time. Job descriptions first Then get the subject.

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Group: LMSC Chairs  
(Please print legibly)

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

long-time board members whose personalities clash - sometimes coming to tears and great frustration for the remaining board members.

1

ADD A NEW  
POSITION TO  
GET SOME NEW  
BLOOD.

2

Set goals yearly  
and determine  
potential ~~or~~ outcomes  
that everyone agrees  
upon

3

- ① Tell them to grow up and start acting like adults
- ② Get a set of boxing gloves or squirt guns so the chair can threaten to throw water on them. make it a game.

4

Review expectations  
of positions and  
also add term limits  
to positions to  
encourage rotation

5

It's time to sit  
down and discuss  
with the members  
how their actions  
are influencing the  
other members.  
Maybe it's time for  
them to step down.

6

One member  
if off the board!

7

MARRIAGE  
COUNSELING!

8

Try to solve their  
issues one at a time.  
Look for compromise.

9



Group:  
(Please print legibly) Chair

Owner Name  
(Last, First)

Problem / Question:

In setting up meetings and conducting meetings  
how do I increase attendance and participation?

1  
Send out agendas  
So people know  
what is being talked  
about & are  
interested &  
prepared

2  
Make sure agenda  
is distributed well  
in advance

3  
FREE FOOD!  
(SANDWICHES OR SANDWICHES)  
OFFER PHONE CONFERENCE  
OPTION  
TRY DIFFERENT DATES/TIMES  
DO RIGHT BEFORE / RIGHT  
AFTER A VACATION

4  
Set up meetings  
after popular swim  
meets.

5  
Have your meeting  
AFTER / during a  
STATE MEET THAT  
MOST ATTEND

6  
If I knew I'd  
talk you

7  
Food!  
Shorter but  
more frequent  
meetings  
Use Conf. calls

8  
Hold meetings  
after a  
practice<sup>for all</sup> and  
include food

9

Group:  
(Please print legibly)

Chair

Owner Name:  
(Last, First)

Problem / Question:

Ideas for recruiting new LMSC officers

1

Direct recruitment

2

Ask directly face to face & tell them exactly what is expected

3

Recognize officers

4

OUTREACH TO COACHES

OUTREACH TO MEET DIRECTORS

RECRUIT VOLUNTEERS TO SERVE ON BOARD IN "EASY" JOB FIRST TO LEARN THE ROLES

5

- Post on website  
- Make announcements or meet info  
- Email to all members

6

Good Luck

7

more social activities to involve people?

8

use  
At-large positions to invite people to the board as a member but not have intense responsibilities until they are comfortable  
Bring to connection

9

Group:  
(Please print legibly)

CHAIR

Owner Name:  
(Last, First)



Problem / Question:

How do you get more board members involved?

1  
I have added  
at-large positions  
to the board so we  
can get people  
involved but not  
committed

2  
Add co-chairs  
& bring in folks  
to fill positions  
with which  
match their  
passions

3  
Increase activities  
outside regular  
meetings. Fill  
out questioners.

4  
Don't have too many  
meetings. Make  
meeting at same  
time/date →  
every 3 months on  
Sat 12PM  
Send out agenda

5  
Term limits to  
prevent burn-out

6  
FUN MEETINGS  
START SMALL

7  
Find out the reasons  
they are not participating  
and attempt to solve it.

8  
~~Bees!~~  
GET NEW BLOOD  
IN YOUR SYSTEM

9

Group:

(Please print legibly)

LMSC CHAIR

Owner Name:

(Last, First)

Problem / Question:

LACK OF COMMUNICATION AND ESPECIALLY  
FEEDBACK FROM TEAM REPS & COACHES

1

We tried bi-monthly coaches meetings and when a large percentage attends it is good. I try and hold meetings around swim meets

2

meetings after swim meet  
Include food

3

Emails directed to just coaches & team reps to  
i) decrease volume of contact to reach

4

One on one sessions with team reps & coaches. use emails and online meetings

5

Emails frequently  
Short meetings after Sat workouts with agenda published

6

use e-mail to request specific answers to specific questions

7

COACHES REP TO REACH OUT TO COACHES  
JOINT COACHES/BOARD MEETING / SOCIAL EVENT

8

- Talk to coaches in person
- Email
- Attend as many LMSC meets as possible

9



Group: LMSC Chairs  
(Please print legibly)

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

How do we encourage communication amongst all officers on the board?

1

? DIFFERENT TYPES OF MEETINGS  
CONFERENCE CALLS?

2

mostly email and telephone. Try to offer a set guideline to respond in a timely manner

3

- ① more meetings.
- ② put them on relays together
- ③ free food ~~at~~ meetings
- ④

4

Use email communications as much as possible to accommodate varying schedules, optimal times for thinking / working on volunteer roles

5

As chair activity set up regular online or phone meetings. Emails etc.

6

Emails are good start. Short meetings one Sat AM per month after work

7

Set up an officers blog page

8

EMAIL BUZZES  
IN-PERSON MONTHLY MEETINGS WITH FOOD  
DO FUN ACTIVITY TOGETHER (WORKOUT, ETC)

9

Group:  
(Please print legibly)

BOARD CHAIR

Owner Name:  
(Last, First)

Problem / Question:

HOW CAN WE REACH OUT TO YOUNG SWIMMERS AND/OR TRIATHLETES TO RECRUIT NEW MEMBERS?

1

Ask to sit in on LSC Board meetings and mention USMS.

2

INCENTIVES  
~~FREE~~ FIRST MUST  
TRIPS  
~~FREE TRIPS~~  
MESSAGE TO THEM  
THAT YOU ARE  
HERE FOR  
THEM

3

We are trying this year a flyer to specific high school meets to invite HS swimmers to a workout.

4

① If have YMCA's encourage the Y's to attend Fort Lauderdale YMCAs as kids will go to Ft Lauderdale but not Greensboro  
② Pay for their registration

5

Attend local open water swims which are <sup>also</sup> attended by a lot of triathletes & younger swimmers & spread the word of USMS

6

We place flyers at the local colleges and participate with their swim teams.

7

Info clinics on OW for triathletes  
Show a group of swimmers that master swimmers can still swim by participating in dual meets

8

open water swims attract triathletes.  
Go to tri-meets

9

Group: LMSC chair  
(Please print legibly)

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

motivize meet directors to turn in  
meet results to top ten recorder

- 1
- DON'T GIVE THEM FUNDS FROM CWB ASSIST UNTIL THEY DO IT
  - PRIZES FOR BEING ON TIME
  - PUBLIC SHAMING

2

financial  
offer incentives

- Refuse sanction for future events

3

LET THEM UNDERSTAND ~~THAT~~ <sup>THIS</sup> ~~THAT~~ IS IMPERATABLE  
IT IS TO ALL COMPETITIVE SWIMMERS

4

maybe a refund to the team?

5

Have the top ten follow up with meet director

6

we have attached a performance bond of \$100 that they do not receive back until all results have been turned in

7

using incentives always helps.

8

Tell the meet Dir the importance of timely results reporting & the deadline in writing or more

9

Group:

(Please print legibly)

Chair

Owner Name

(Last, First)

Problem / Question:

Our hMSC has a person willing to be chair, but she doesn't do what is necessary in the hMSC & everyone keeps coming back to me for the info.

1 Find what tasks and must difficulties, then have the chair set help

2 GET MENTOR HELP FROM NATIONAL OFFICE AND/OR

3 Find out if it is a time restriction or what the problem is. If time, try to give responsibilities to other members.

DON'T LET THAT PERSON BE CHAIR - PUT THEM IN A POST THAT CAN ACCOMPLISH

4 GET MENTOR HELP WITH A VICE CHAIR

HAVE MENTOR DELEGATE

5 have a personal meeting about job duties for the entire board and evaluate among selves

6 Suggest she step down as chair. It will be painful, but necessary. Find a way to make it less painful.

7 Set up a mentoring process; also have the vice chair take a more active role

8 Sounds like it's time to find a new chair, or sit down and explain what is required of the position and see if the position is right for her

9



Group: LMSC CHAIRS  
(Please print legibly)

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

How do you get the board members to come to meetings.  
Food hasn't worked and I will be trying  
conf. calls + this year

1  
Our LMSC is relatively small (geographically) so - coordinating schedules and finding optimal time slots works best

2  
\* Online or phone conference meeting

3  
Send out agendas so people can see importance of issues.

4  
virtual meeting may help

- 5
- FOOD
  - CONF. CALL
  - VIRTUAL MTG (WEBEX, ETC)
  - MEETING RIGHT BEFORE OR AFTER WORKOUT

6  
Set up meetings after meets they are likely to attend

7  
Try having it with a meet that most attend.

8  
2 or 3 reminders before meeting

9  
① Agreeing on outcomes  
②

Group:  
(Please print legibly)

Communications

Owner Name:  
(Last, First)



Problem / Question:

how to best communicate with <sup>regularly</sup> all registered members ... in Alaska.

USE email that REGISTRAR UNDER CLUB ASSISTANT TO COMMUNICATE

1

Update a website on a regular basis, but first email swimmers to let them know something new is up. Hopefully, after awhile they won't need to be reminded to look. ✓ agreed.

2

Electronic - use all methods. Overlap web/email/text/facebook. Send pdf newsletters. Have a blog so people can connect to each other as well as face book.

3

Sure you've tried website + email... maybe a FB page with cool content PACS from meets interesting articles from annual issues community to draw them to the site...

4

Regularly? weekly. monthly? Registrar AND Treasures can send msg to Club Assistants they send to all registered swimmers

5

Make sure it is regular and ~~relevant~~ ~~relevant~~ relevant.

6

Have a consistent email w/a focus i.e. Training tip or antidote of the month to grab interest  
• keep it short  
• highlight one member each month to bring attention to individual swimmers in different areas

7

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Group:

(Please print legibly)

Communications

Owner Name:

(Last, First)

Problem / Question:

Have difficulty overcoming inertia in getting a newsletter out.

1 Keep bullet point list that write ideas on as they come to you. Grab things off of web sites that you find interesting and save on file for future newsletters. Put yourself in your readers shoes and think what they want.

2. Polk your members to help with the MOST DIFFICULT PART OF THIS... CONTENT CREATION. reach out thru COACHES to find out who can commit to one article/ QTR on a LIST OF TOPICS you provide...

Newsletter does not have to be long - weekly tweets / Face book may engage more.

4 Baby steps. If a production issue, develop / write parts in advance, especially the parts that are most difficult or that are least fun.

5 I can relate!!! Set a deadline - write & collect pieces ahead of time, then brew a pot of coffee, sit down + "just do it"

6 keep the newsletters short (bullet points) and often - use a seasonal theme as much as possible as longer articles when they're available

7 GET LMSC OFFICERS TO WRITE ARTICLES & HELP ENCOURAGE YOU. HAVE THEM TAKE & SEND PICTURES. GO TO SEVERAL MEETINGS & FUNCTIONS & WRITE SHORT SUMMARIES DAILY THEREAFTER.

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Group: COMMUNICATIONS  
(Please print legibly)

Owner Name: [REDACTED]  
(Last, First)

Problem / Question: post on WEBSITE ON LSMC

How would you (or would you AT ALL) advertise a meet that is hosted/directed by a non-USMS TEAM (renegade team) -- IT IS FOR MASTERS AGE DEMOGRAPHIC -- NON SANCTIONED etc.

1  
WHILE YOU WANT ALL YOU CAN GET, I WOULD LIMIT IT TO USMS REGISTERED SWIMMERS

2  
Do not promote non-sanctioned or non-recognized meets. I would not, USMS membership has benefits

3  
write a blurb about how all meet experience is beneficial !!! mention the non-sanctioned race as a good place to practice or a great way for a new racer to try a meet.

4  
Add vertige as non sanction but at the same time provide info on USMS ~ opportunities benefits etc

5  
WE HAVE A COUPLE OF NON SANCTIONED DEVELOPMENTAL MEETS THAT WE PUT IN NEWSLETTER + EVEN HAVE EMAILS SENT BECAUSE MEETS PROMOTE SWIMMING

6  
We would put a notice up for, say, the Senior Games, as it would be another opportunity to compete. But we wouldn't talk it up. Not sure I would want to expend a lot of energy if no benefit to my LMSC.

7  
I don't know that I would because of liability issues so if LMSC advertises it I would be concerned if something happened at meet and someone got hurt

8

9



Group: Communication  
(Please print legibly)

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

How do better reach out and engage LMSC members so that they feel part of a larger group and feel that it is "their" swim program therefore getting more engaged.

1 People are using social media (FB) more and more to create unity/bond.

— Create a FB page for you LMSC to announce new members, post pics from Directors, capture interesting info from USMC SITE etc.

2 WE HAVE THE SAME PROBLEM. SOCIAL MEDIA MAKES SENSE

3 ~~WE~~ Promote LMSC socials. Give credit for ideas that come from larger group. Publicize larger group ideas when they are given.

4 There was a workshop here for just that w/ Tons of amazing info. Contact the LMSC development chair & ask for the results of the workshop - there are a million excellent ideas!!

5 point, as much as possible, to benefits of USMS for really low cost & advertise postals - fitness opps eg. GTO

6 NEWSLETTER, BULLETIN, INDICATING BENEFITS & SPECIAL EVENTS, FUNCTIONS, PARTIES, DISCOUNTS FUN

7 Try to make it fun, & not just about making your interval at a workout. Maybe pick a charity & have some fun fund-raising, like a casino night?

8

9

Group: COMMUNICATIONS  
(Please print legibly) NEW LETTER

Owner Name:  
(Last, First)

Problem / Question:

NEED IDEAS FOR GETTING BETTER PARTICIPATION  
IN LMSC CHAMPIONSHIP MEETS

1 Offer prizes for participation. you could assign points for participation in meets leading up to the championship. Could also assign points for placing in events.

2 Put info out as early as possible so people know and can plan. Make sure a fun factor is included. Try to pick locations that have activities near by. Have raffles or contests in addition to competition

3 Do like the gal from TX did and ask for a celebrity - bowdy brings - to make an appearance.. or hold a raffle in which the winner(s) get travel expense comped + for door prizes.

4 Celebrates help, but consider giving scholarship for 1st timers

5 Goodie bag for swimmers. Have a fun event as part of the meet - like our coconut relay for anyone in the meet (not same team, unattached swimmers)

6 Find sponsors and offer awards + prizes for, other than winning races - ie. lowest points scored by a team  
• smallest team  
• ~~most~~ highest avg age of team  
Have a guest speaker during the meet or a swim clinic.

7 e.g. in AK we organize 'honestays' contest for furthest to travel encourage folks by advertising events for triathletes, fitness, swimmers et

8

9

Group: Communications  
(Please print legibly)

Owner N  
(Last, First)

Problem / Question:

- Re: Newsletters
- ① LMSC experiences email vs hard copy
- ② Frequency of newsletter  
short + often or twice/year and longer
- ③ How to encourage member submissions

1  
email as much  
as possible -  
short - bi monthly -  
"contests" - ideas

2  
QUARTERLY NEWSLETTERS  
ASK LMSC OFFICERS  
TO SUBMIT ARTICLES  
THEN COACHES THEN  
BETTER/OVER SWIMMERS

3  
We abandoned  
hard copy awhile ago.  
But you still prepare  
the newsletter as if it  
would be printed -  
you just print to a  
PDF instead. I think  
short + more often  
is better. People won't  
read more than a couple  
of pages.

4  
monthly if enough  
new content. Bimonthly  
if not. Electronic is  
good but post it on  
LMSC web also. Make  
it interesting getting  
info from both local  
and national level.  
Highlight local  
swimmer, team and  
ask for others to  
input. Include fun  
things like recipes  
other hobbies

5  
③ in your newsletter  
RANK QUALITY OF  
CONTENT - NAME THAT'S  
BAD...

I think Frank is the  
way to go for this...  
you'll get organic  
content + engagement  
will occur based on  
Quality of article

SHORT IS BETTER!  
we all get too  
much mail

7  
Have the same problem  
with my zone website.

8  
③ Be proactive and  
~~reach out~~ search out  
articles from club newsletters  
and create a busy, encouraging  
submissions next time.

9  
Assign an article to be written on a topic, like  
assign an article to a meet director to write about their meet.



Group:  
(Please print legibly)

COMMUNICATIONS

Owner Name:  
(Last, First)

Problem / Question:

How do we provoke OUR SWIMMERS TO  
RESPOND TO LMSC CHAIR ETC?

~~1. Make responses~~

1. Make responses simple and easy - (like simple yes/no answers.)

2. Keep communications infrequent, so when they come to swimmers, they are not considered as routine.

1

Try offering door prizes, drawings for email responses to communications, i.e. gift certificates have drawings from pool of swimmers who respond back.

2

Encourage response with the concept of a 'contest' (most/many of our swimmers are competitive...) 1st response, best response

3

LMSC OFFICER MIGHT GET PHONE NO AND CALL SELECTED SWIMMERS, OR SURVEY AT ANNUAL MTG OF LMSC

4

You need a personal relationship. People don't respond to people they don't know. Introduce yourself to people at meets. Of course, only a small percentage competes, so that leaves a whole lot of people out. 😊

5

Make sure swimmers think LMSC is their group, their team. Think from their viewpoint and formulate questions/comments with their needs in mind and not just what is wanted from them. IF they feel valued they should engage more

6

Have you tried to communicate through your coaches (assuming they are NOT the problem)? ask them to act as your liaison while the LMSC membership learns the value of

7

8

9

'Membership'.



Group: COMMUNICATIONS  
(Please print legibly)

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

Newsletter and webmaster to don't coordinate communications with LMSC. ~~Both are resistant to~~ Webmaster is not ~~receptive~~ receptive to new communications possibilities

1 Find another LMSC with a website that emulates what you want. Show this to your webmaster to see if he can replicate the look or concept.

2 get a new webmaster or "enlighten" the current webmaster

3 PAY TO GET EITHER "PROFESSIONAL" NEWSLETTER OR WEBMASTER HOPEFULLY A USMS MEMBER TO TAKE POSITION

4 Assassinate your webmaster. No, seriously, you need to get the webmaster to change or replace him/her. Mandate from LMSC board (not just one person). Get with the program or get out.

5 Volunteer problem. Chair must get involved. Try to engage webmasters strengths and help him/her to see different directions BUT also keep in mind the greater good for whole LMSC. One webmaster can't hold LMSC hostage because won't be team player

6 WEBMASTER LOSES HIS/HER EDITORIAL RIGHTS... CHAIR OR OTHER board member defines the content to be posted by webmaster

7 They HAVE TO work TOGETHER their work over days - to these stuff in newsletter that is not on the website? Do folk READ BOTH?

8

9

Group:  
(Please print legibly)

Communication

Owner Name:  
(Last, First)

Problem / Question:

News letter execution & material.

- Volume
- Frequency

DEPENDS ON # of MEMBERS -  
- ONLY  
- 1-3pgs  
would seem like a good minimum

Ellen Parchen Montana

We do a 10 page 8 times per yr. ~~at~~ to the comfort level of the newsletter person. We also do email blasts w/ info that has to get out, done by our secretary.

We don't do a "newsletter" but do put news articles on our website as they are relevant. More articles go out in heavy meet/event times. There is no consistency for us

ally sege cont.

Solicit articles from (1) a physical physician in the UNSC about nutrition, (b) a physical therapist about stretching etc (c) someone who went to a meet far away to write about it, (d) any social events

Bi-monthly  
Constant contact w/ hard copy option

Tosca.Stok@gmail.com

Linda Brown-Kun

(Template pick or submit & fill out.)

Low volume once per month and ~~the~~ the volume will probably increase  
Jim Clark, NC

new england

(Template pick or submit & fill out.)

Group:  
(Please print legibly)

Communications

Owner Name:  
(Last, First)

Problem / Question:

For LMSCs that have large clubs with many workout groups, how do you educate your members about the difference between the big club (e.g., New England Masters)

My team has 5 workout groups and the only way that people know where at the meets we meet people from other groups

1

Repetition  
- Every State meet we clarify  
- every new group that contacts Registration  
- every "unattached"

2

and the workout groups (ex. Swim Rhode Island)?

3

Erin Matthews, MD

4

That's tricky - article in newsletter, on Facebook page, on registration form (or added letter or postcard that goes at L3K separately).

5

We tried to clarify on our webpage that you go to for registration - but I am not sure people really get it. I also write an article at the beginning of registration time. AllySega coach

6

via a newsletter. Have someone who fully understands the difference write it up clearly and concisely

7

8

9



Group: Communication  
(Please print legibly)

Owner Name  
(Last, First)

Problem / Question:

Effective, EFFICIENT CONTACT w/  
A GEOGRAPHICALLY DIVERSE Group  
WE HAVE NO NEWSLETTER, WEBSITE, ETC

1 I'd say consider  
a newsletter or  
website but if  
that's a no go,  
how about Face  
Book page?

2 Have you considered  
an email list or  
google docs system?  
Websites are very  
helpful for getting  
info out.

AnySega. Conv

3 This is a tough  
situation, but get  
one CMSC board member  
to start a monthly  
or bi-monthly newsletter,  
however short it may  
be, and send it to  
all registered members

4 We have started  
using Constant  
Contact w/ great  
success! Your  
Registration can  
easily provide excel  
of all email addresses.

5 google docs is hard  
PDF attachment  
is better  
Def need a website  
→ watch seminar on  
investing in your CMSC.  
People have to sign  
up to receive same  
as streamlines.

Jessica.Stokes@gmail.com ERIN MATHEWS, MD  
NE

7  
\$30/mo  
Based on # of  
non-prof starters



Group:

(Please print legibly)

Communications

Owner Name:

(Last, First)

Problem / Question:

How do I get members to contribute articles or photos to the newsletter about any related topic or events ~~submit~~ submit photos?

1

I have had some success with googling team/event websites to get the info myself. It is not time efficient. I have also directly emailed members with some success at getting responses  
Amy Segal CONRO

2

create a monthly electronic newsletter and ask for info (photos, etc) in BIG BOLD LETTERS

3

I send a monthly email to coaches (get updated list each month from Registrar) soliciting input. Coaches had more sway of their swimmers.  
Jessica Stokes@gmail.com

4

monthly is hard we do biannual are able to have more info but not a burden on the person doing it. City events are also good - Triis or open water  
ERIN MATHEWS MD

5

What about some standard templates that are sent to age group & they pick a member each time?  
ELLEN PARSON

6

7

8

9

Group: **Communications**  
(Please print legibly)

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

How do you get members to submit things for the website/newsletter?  
meets, results, articles, etc.

1  
Have a flyer put into heat sheets at all meets

2  
Monthly email to coaches (get updated list from Registrar) soliciting input.

3  
meet results → should be the meet director.  
Articles → look to swimmers for ideas, and USA swim clubs.  
Website - may just be an extension of newsletter  
EUN  
matthews MD

Jessica.Stokes@gmail.com

4  
That is the main REASON we don't have a LMSC  
Communic. process - I could use this info also.  
ALLEN PARSONS

5  
I put blurb in newsletter from time to time or sometimes ask folks to take photos if know of events they are going to.  
It's a problem. We also linked piece

6  
From newsletter to F.B. page to see if we could get responses that way.  
We only got 1 response.  
L. Brann-Kuhn NJ

7

8

9

Group:

(Please print legibly)

COMMUNICATIONS

Owner Name:

(Last, First)

Problem / Question:

~~How to~~ <sup>BEST</sup> HOW TO DISTRIBUTE LMSC INFORMATION

1 We have started using Constant Contact for email communications + newsletter. It's awesome!

2 \*Email  
\*bi annual newsletter  
\*Club distribution rather than LMSC  
- put it on the coaches

3 Right!??  
- which 1st  
web site?  
- Newsletter?  
-

Jessica.stokes@gmail.com

ERIN MATHEWS

ELLEN PARHEN

4 We send out large # of email blasts re. upcoming events, newsletter 8 times a year, Face Book page.

5 Most info goes on the website - some is emailed through listserve.

LS Kuhn - MS

AMY SEGA CONNO

7

8

9

Group:  
(Please print legibly)

Registrar

Owner Name:  
(Last, First)



Problem / Question:

tracking down individuals w/ hand e-mails ~~with~~ phones &/ or street addresses who don't respond to attempts to contact for correction.

~~SEARCH~~  
1 TRY FRIENDS THAT KNOW THEM

2 check with their club or workout group

3 I agree. If you're willing to do some shtuffing (time-consuming), check with the club and/or facility contact, or even another local usms member. Sort of a pain, though.

4 KEEP TRYING THRU FRIENDS

5 I use uspo site to verify address & zip code (mans do not include Apt #) - then contact via email or phone. Otherwise contact coach or club rep for assistance

6 I try, leave messages, contact someone on the team, & then either send something in the mail or give up.

7 → FAQ on websites

8

9



Group:  
(Please print legibly)

Registration

Owner Name:  
(Last, First)

Problem / Question:

ONE Event Registration needs to be automated, primarily because handwritten forms and meet directors who handle OEVTs do not do a good job - Also the fee needs to be more to encourage full registrations

1  
No one in my LMSC created a spreadsheet for OEVT reg's. Personally I don't think this is the best way to attract new members + would prefer not to have them.

2  
registrars shows up @ event to do actual registration of 1 event people.

3  
I PERSONALLY LIKE ONE EVENT BECAUSE IT GIVES A CHANCE TO PARTICIPATE TO A SPECIFIC EVENT & TRY OUT BEFORE COMMITTING

4  
We do not add to the National fee - but I put the work requirement on the meet director if they wish to accept them.

5  
I'm too new to have an opinion, after team I require meet directors to ~~submit~~ submit an Excel file. Would prefer an automated system.

6  
DO NOT HAVE THIS SITUATION BUT AUTOMATION HELPS IN MOST FACETS OF SITUATIONS TODAY

7

8

9

Group:

(Please print legibly)

Registration

Owner Name:

(Last, First)

Problem / Question:

What role besides registering members does the Registrar provide? What do you anticipate for the future (How may it change)

1

data trends (absolutely to compile) tracking down m-bers dw/ untrackable contact info

2

INFORMATION ON WORK-OUTS SWIM MEETS

3

I am the one that answers most all questions of any sort - finding places to swim - spend time with snail mail communication with older swimmers. my phone # is listed as LMSC #

4

Answer questions. Tracks data. Keeps board informed of questions/issues that are arising to LMSC.

5

BEING LIAISON BETWEEN MEMBERS, HELP WITH ISSUES, &

6

primary contact for LMSC to answer or direct questions to proper person. Registrar's info on all cards which makes registrar's info available

7

8

9

Group:  
(Please print legibly)

REGISTRAR

Owner Name  
(Last, First)



Problem / Question:

SHOULD REGISTRARS ~~SHARE~~ <sup>PERSONAL</sup> INFO ~~FROM~~ ON THE MEMBERS WITH OTHER TEAM MEMBERS - ~~THE~~ BIRTH DATE IN PARTICULAR - OR HOME ADDRESS?

1  
Birth dates can be used to identify a person to gain a social security number so they should not be identified, mailing or email addresses are OK IMHO.

2  
I think it's appropriate to share club members' info w/ the official club contact. No one else. There are other ways to let someone know that others want it - email the person in question + let them reply directly.

3  
NO.  
Pass on request to the individual & let them respond directly.

4  
NO

5  
I never share info - if someone wants me to give them contact info - I contact the person for permission

6  
I think that its okay to tell coaches what age a swimmer will be for a certain meet, but not the exact birthdate. They should ask the swimmers themselves

7  
*Handwritten scribble*

8

9

Group:  
(Please print legibly)

REGISTRAR

Owner Name:  
(Last, First)

Problem / Question:

OFTEN NEED TO SELECT SUBGROUPS FOR COMMUNICATION BUT FIELD I WANT TO USE IS NOT SELETABLE - SO I HAVE TO CREATE EXCEL SHEETS & SORT, ETC.

1 We have the same issue. As the new registrar, I'm taking it upon myself to update our clubs' out-of-date web lists with needed/current logo & post as master doc on our LMSC website.

2 I HAVE GROUPS IN EMAIL GROUPINGS

3 Define <sup>our</sup> subgroups to USMS National office and will see if they can be implemented in a searchable manner. eg, age groups, etc.

4 One is deceased. I would like to be able to keep track of members who have passed away.

5 perhaps you are doing the best thing possible at the moment.

6 I GUESS SPREADSHEET WORKS

7

8

9



Group:

(Please print legibly)

REGISTRAR

Owner N

(Last, First)

Problem / Question:

ONE EVENT SPREAD SHEET

WHY DO WE NEED TO FILL OUT A SPREAD SHEET FOR

ONE EVENT?

ONE EVENT

1

SPREAD SHEET

Upe - ~~the~~ it is all the fields on the form - I make the event host provide it to me from the entries. I just forward on

2

I make sure the event director knows it is his/her responsibility, and, when possible, that I prefer it delivered as an Excel file.

3

NO ANSWER FOR THIS - DOES NOT APPLY TO ANYTHING I DO.

4

USMS needs the name, and other info on OEVTS - <sup>for insurance</sup> make the meet director provide it

5

I keep putting it off. None of the event directors have done it.

6

I have no idea. One more thing to figure out... and learn how to do...

7

8

9

Group: Registration  
(Please print legibly)

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

I'd like to know what percentage of clubs/workout groups/programs in my + other LMSCS are "pure" USMS programs (meaning 100% USMS members with the same affiliation) versus part USMS, part non-USMS swimmers (and what those percentages are, 50-50, etc).

1  
WORKOUT GROUPS IN  
A PUBLIC POOL COULD HAVE  
NON USMS MEMBERS BUT  
POOL INSURANCE PURPOSES  
ALL SWIMMERS IN A GROUP  
SHOULD ALL BE USMS  
MEMBERS - DO NOT KNOW  
ANY PERCENTAGES

2  
Unless a survey is  
conducted there is really  
no way to determine the  
%s - best guess is  
50-50 which IMHO  
is unacceptable

3  
clubs using USMS  
insurance should  
be 100% USMS. If  
a private club or I  
using own insurance  
don't know. My  
LMSC has 95% or  
more clubs relying  
on USMS insurance.  
How well enforced by  
club, hard to say.

4  
what will you  
do w/ the info?

5  
why?

6  
no idea -  
we have very  
few pure groups  
- and those are  
for insurance  
but no concern  
of mine

7

8

9

Group:

(Please print legibly)

Top Ten

Owner

(Last, First)

Problem / Question:

Swimmers that participate in USA meets or recognized meets are often disappointed that they find out that their time is not valid for Top Ten because the pool was not measured properly. How can swimmers be informed about this?

1 FORWARD THE USMS RULE REGARDING POOL MEASUREMENTS TO THE ~~SWIMMING~~ SWIMMER VIA E-MAIL.

2 Email meet director prior to meet introduce yourself as Top Ten Recorder, request results and pool measurements at meet conclusion.

3 I contact officials at the meet & request they measure the pool. There is a list of measured pools on USA-S &

4

5

6 USMS website (sanctions chair can access info)

7

8

9



Group:  
(Please print legibly)

Top-Ten

Owner Name  
(Last, First)



Problem / Question:

How to verify swimmer-club affiliation.

~~SORRY!  
How to verify  
swimmer/club  
affiliation.~~

1

Contact registrar  
& get list of  
swimmers &  
their club.  
Registrar's can  
pull info off of  
Club assistant

2

Top Ten recorder  
has the authority to  
look at registration  
information once  
logged into the  
USMS database.

3

CHECK THE  
ORIGINAL ENTRY  
FORM AND/OR  
CHECK THEIR  
STATUS ON  
THE USMS  
WEBSITE.

4

5

6

7

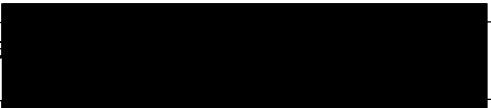
8

9

Group:  
(Please print legibly)

Top Ten

Owner Name  
(Last, First)



Problem / Question:

How to get results submitted on time (quickly)?

1

Instruct meet director before the meet what they should do to improve the process, e.g., make sure that results are complete and correct (no relay with 3 swimmers)

2

CONTACT MEET DIRECTOR AND REMIND THEM AHEAD OF TIME THAT RESULTS ARE DUE.

3

Email meet director prior to meet; introduce yourself; request results and pool measurements within a week and submit meet results + audit.

4

5

6

7

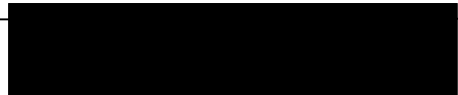
8

9

Group:  
(Please print legibly)

TOP-10

Owner Name:  
(Last, First)



Problem / Question:

HOW DO I SUBMIT MEET RESULTS FOR USMS SWIMMERS WHEN A MEET IS DUEL SANCTIONED?

1

I've never come across this in my LMSC. I'd recourse, reference data on USMS website. If still further questions, email Ann Lea M.

2

I think you send Hytek file to Anna Lea & she takes of USA swimmers & sends the file back so you can submit it

3

I think you can create results file (CL2 file) for Club USMS July. Ask Anne Lea.

4

5

6

7

8

9



Group:

(Please print legibly)

Fitness / Coaches

Owner Name:

(Last, First)

Problem / Question:

How can we convince "Fitness" (Lap) swimmers that interval-based workouts will improve their swimming experience. (fitness/fun/longevity)

1 Fitness includes different aerobic capacities. One needs at times to generate power and at other times endurance. Kind of like one uses different muscles for different tasks.

2 When coach gives the set should explain purpose behind the set in layman's terms or write reasons behind sets & include in newsletter

3 Be sneaky? Slide in some finite distances, rest periods & then ask them to swim faster for shorter swims. Make sure they always know their average pace so they can see the

4 I am a firm believer that if you can end everyone on the same time by adjusting intervals/distance, it helps engage the fitness swimmers. It helps build team comradery and promotes success. An example set.  $x+2y+z$   
 $x=1:00$   $y=2:00$   $z=3:00$

5

6 benefit of having rest & being able to swim faster.

7  $x = 25, 50, 75, 100$   
 $y = 50, 75, 100, 125, 150, 175, 200$   
 $z = 75, 100, 125, 150, 175, 200, 225, 250, 300$   
All interval based - goal is to all out sprint.  
Swimmers (choose distance)

8

9

Group: [Redacted]  
(Please print legibly)

Coaches/Fitness

Owner Name:  
(Last, First)

Problem / Question:

How to develop or conduct workouts for swimmers/triathletes + fitness swimmers at different points in their seasons?

Example: Competitive swimmers need race pace + triathletes need longer base pace in same workout?

1 Have 2 choices at all workouts, always a distance free option plus one other. (Must have enough lanes) Have "guest" coach to take one occasionally

2 As a coach - it's important to know everyone's goals. It is helpful to have 3 separate calendars w/ season plans. You can see where patterns/goals match up & tailor workouts accordingly. Also, I find it helpful to have everyone in the pool end at the same time.

3 I'd put "common goal-minded people" in the same lanes and adjust the workout to their goals. At least 1x per week have "Amnesty Day" and the whole team does the same workout regardless just to keep the team bond.

4 Change workout lanes composition of them, i.e.:  
10 x 100 on 2:00  
first 2 swimmers have pace of 1:10 for sprints  
last swimmers have pace of 1:40 for distance

5  
Triathletes/Swimmer  
10 x 100 w/ 1:15 = 15:00  
Fitness Swimmer  
12 x 50/75 w/ 1:15 = 15:00

7

8

9

Group:

Coaches/Fitness

(Please print legibly)

Owner Name:

(Last, First)

Problem / Question:

How do you come up with ideas for fun things to do.

1  
 Get team members feedback at a breakfast outing... contact other coaches for their ideas. One easy thing social kick 8-10 min kick mix up lanes have swimmers answer 3 questions to get to know each other

2  
 Lots of info online. ~~There~~ LinkedIn has a group that shares ideas. \* There are books of "drills" that could be modified for fun.

3  
 There is a book called Games + Gimmicks, it has great ideas! You can tailor it to any age/group/ability. \* Ask the age group coaches in your area as well. They are a wealth of knowledge.

4  
 5  
 Go to the USMS forum and check out the blogs and work-out threads. Lots of great stuff! Also become a student of other sports and adapt creatively specially workouts to swimming. Do random web-quests for swim workout & see what you pull up.

7

8

9



Group:

(Please print legibly)

Leahell Fitness

Owner Name

(Last, First)

Problem / Question:

What have you found to be the most effective way of engaging your USA Swimming Club contacts and enticing them to become involved in USMS and your local LMsc?

1

By offering to volunteer at their events + help w/ fundraisers.

2

By being 4 times at our local meets. At a larger event they would even be paid. We do a donation to the club 4 times. Also we supply food!!!

3

I have gotten one parent of a swimmer to start swimming masters. She loves it and has been our new ambassador. She has gotten the age group coaches to come to our socials + has invited ex age groupers to join us. Also age groupers help w/ our relay meet.

4

Reach out to the young masters/old age groupers to make that transition. Masters may be able to collect \$ to make a donation of needed equipment, etc.

5

\* Google Docs.  
↳ forums  
↳ committees via Web  
to get coaches started

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Group: COACHES/FITNESS  
(Please print legibly)

Owner Name:  
(Last, First)

Problem / Question:

How can we serve all the coaches spread out geographically without demanding their time & money to gather together?

1 You can do webinars, or e-mail blasts. Or, in MN + we have planned our annual meeting immediately following our State Masters Meet. They are already on site and it promotes more participation. Plus → We feed everyone! 😊

2 Podcasts, webinars, Facebook pages, Google docs. Make these things replayable so they can go back to them at their convenience.

3 How about using this brainwriting format in an email or forum type of setting. Question of the month organized by the coaches LMSC chair.

4 Email is not working w/ us. Only 3-4 of us communicate back + forth. So use other social networking or ~~meet~~ meet after a swim meet or clinic?

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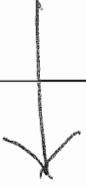
Group:  
(Please print legibly)

Owner Name:  
(Last, First)

Problem / Question:

addition  
✓ to

How to get interested in Board



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find someone who would be interested  
find someone who think be good

how to get USA swimming coaches etc  
involved at Masters level as well

4

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Send a call out

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Group:

(Please print legibly)

Open WATER

Owner Name:

(Last, First)



Problem / Question:

both How to get more MASTERS INVOLVED with open WATER Swimming?

1 Run clinics

Reach new groups of people. Collegiate? Youth? What is USA swim doing to promote it?

2 Social swim at open water venue followed by getting ~~a~~ a meal or a drink afterwards @ venue with lifeguards

3 Create "practice" opportunities at venues ~~OW events~~ to reduce fear + anxiety  
① Affiliate an OW event on weekend of pool swim meet (And combine entry fees to encourage participation)

4 Community events

Talk to club teams to educate parents that there is masters in the area  
College swimmers that are looking to stay in shape  
Going to your local pools YMCA / JCC / Lifetime / school to reach lap swimmers

5 offer incentives to new Registrants ie... if a swimmer registers in the LMSC for the year, offer free entry into 1 or 2 OW events.

6 Conduct a combined event (pool / OW) and educate in a fun, friendly environment.

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Group:  
(Please print legibly)

OW

Owner Name  
(Last, First)



Problem / Question:

~~How~~ How can we distribute and come up with an standard effective safety plan in OW swim races/events that will work for ~~the~~ races + swims (non competitive + practices)

1 Bring it up in the OW committee to prepare and adopt a standard safety plan that is required

2 a template from a successful race director (possibly in triathlon arena) would be a good start. Minimum safety requirements are mandatory.

3 have a SAFETY PLAN anyway. I think we pre RACE clinics INDICATE all SAFETY issues + policies. PRACTICE these SAFETY PRACTICES in all open water practices -

4 What races <sup>already</sup> exist that are doing it right? Who is the best? What are they doing? Let's copy them.

5 I think OW committee is developing one. Jim Wheeler identified John Traynor's safety protocol for the Central Illinois Open Water Swim as a good model. John is with Illinois Masters, also on Long Distance Committee for USMS.

6 USMS OW committee is drafting a safety plan or "standards" for events and work outs/practices have OW committee collect + create best practices for safety plans

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Group: (Please print legibly) OPEN WATER

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

How do we educate all swimmers on etiquette at events and enforce penalty for infractions?

1

1. include basic safety + etiquette items on the entry blank that the swimmers have to sign. Also include in pre-race instructions.

2

When asked to submit "proof of performance" <sup>(or experience)</sup> prior to entering a race, perhaps they also have to include what they've done to be educated...  
Attended a safety training, read the safety guidelines etc.

3

I like calling "course talks" "pre-race meetings" and going over not just the course, but etiquette, and safety. Larger numbers in body marking would help, so would more course marshalls. Doing infractions.

4

Require attendance at pre-race talk and emphasize penalties for poor etiquette / instruction of sporting conduct rules.

5

Pre-race meeting  
Safety meetings  
Rule enforcement and ~~now~~ disqualification will happen if foul play is happening  
Educate, repeat, at each meeting be clear that it is not tolerated and enforce

6

Require a verifiable seed time for the event. then Run heats based on finishing time. If No time is provided they must swim in the later heats

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Group: Open Water  
(Please print legibly)

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

In our area we have a number of open-water events that are not sanctioned by USMS. How can we get more event directors to sanction their events through us? What is the incentive for them?

1 If we are the water safety experts, the benefit is a safer race that reduces their liability risk.

2 Sanction event carry USMS Insurance - which benefit host to not have to self-insure. ④ Sanctioned event will be allowed to score "points" in our season

3 Put together a Sanction form and make it readily available for your LMSC members. Reach out to the races in place and offer help on the process. Incentive is the safety and organizations help to put on the race.

4 Each LMSC/Club could adopt new by-laws to include incentives to directors who get USMS Sanction either monetary incentives or to assist in planning & running the event

5 Educating existing race directors on the benefits and having a 1 page document that outlines the benefits to new race directors.

6 Help the RACE DIRECTOR GO thru the Sanction process SINCE it is real complicated the incentive is for more swimmers may enter their race

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Group:  
(Please print legibly)

OW

Owner Name:  
(Last, First)

Problem / Question:

How can an Event Director prevent swimmers who cannot complete the event in a proper time limit and without incident from entering an event

1  
all participants fill out a questionnaire on their experience and the event director can accept/deny based on answers.

2  
you cannot prevent them but you can pull them from not marking the cut off time - during the course of the race

3  
maybe something in ~~entry~~ registration materials or website giving guidance as to how to assess your level of preparedness. for example, ~~minimum~~ <sup>minimum</sup> 1/2 mile time in pool of 45 minutes. open water clinics to help prepare new swimmers.

4  
Restrict entries to longer event and encourage notices to only swim shortest events. (b) require participation in clinic before event to gauge if swimmer might have issues.

5  
Proof of swim ie: qualifying swims  
Putting estimated swim time.  
Talking to the swimmers who will possibly not finish so they know that it is a possibility.

6  
if it is a large, long swim, maybe have a qualifier.  
• Proof of performance  
• Check-points  
↳ if a swimmer isn't to buy #2 by X, pull them.

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Group: (Please print legibly)

Open water

Owner Name: (Last, First)

Problem / Question:

How do we make open water safer in terms of discouraging swimmers swimming on top of & submerging other swimmers (triathlon-style)?

1 Create smaller heats and align swimmers at start arm width apart



2 Go in waves at start of the race. Educate what will be the fastest overall way to swim. Enforce rules of competition i.e. DO NOT rough housing. Educate safety!

3 Ask swimmers to provide an accurate estimation of time and organize heats by speed/time. If no time is verifiable they must start in later heats

4 Educating on safe swimming tactics are essential and seating participants according to time with ample space between heats/waves.

5 MANY WAVES OF SWIMMERS done by ACTUAL times DONE IN previous swims. HAVE ROOM FOR THE SWIMMERS TO SWIM ONCE COURSE IS IMPROVED

- 6 Course layout
- Code of Conduct for participants
- Clinics to highlight alternatives
  - ↳ passing
  - ↳ buoys
  - ↳ mass start

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Group:  
(Please print legibly)

Open Water

Owner Name:  
(Last, First)

Problem / Question:

Creating and funding a new open water event.  
(LMSA lack expertise + funding)



1

reaching out to members + organizations in the community. apply for grants in other LMSC that have the funding.

2

Reach out to the Open water committee about getting assistance with preparing an event and helping ~~with~~ financially. Also Ask a nearby LMSC for assistance if they do the same

3

Apply for open water clinic funds as a start and then reach out to the community for support.

4

PARIA) V SU USA SHARDS OF JUDGING) FOR CREATING do something that is new + different. LACK OF EXPERTISE - CONTACT groups that have done it + get

5

there are lots of great ideas out there, but finding event directors is tough. Is there a guide for new event directors? If it is easier for them & less intimidating, we'd have more luck getting new events off the ground. Maybe there could be a tutorial video that could be sent if someone

6

→ inquires about running an event.  
→ here's what to consider  
→ here are your safety considerations  
→ here's who you'll need to appoint to help run it

7

Open water committee can help with that. John Traynor has started an open water swim & about 3 years old.

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Group:  
(Please print legibly)

Jayce San Treasurer

Owner Name:  
(Last, First)



Problem / Question:

People submit expenses for items that include their personal agenda. ~~What~~ investigate? confront? deny?

1

2

3

~~Get~~  
Follow UP with Person.

I would follow up and document, also investigate and if personnel do not pay if appropriate

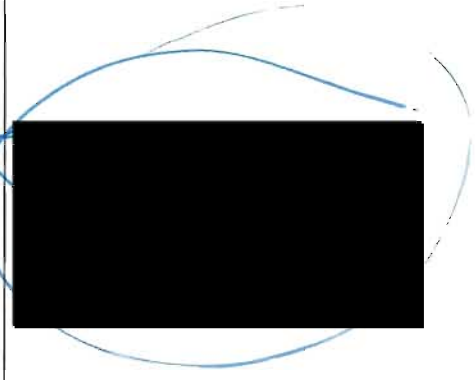
Agree with box #1+2; would also run expenses by LMSC chair ~~at~~ at some point to get their opinion. ~~But~~ ~~if clear~~ Also, LMSC should develop "appropriate payment" guidelines maybe?

4

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- ① REIM FORM
- ② Budget \*



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Group: (Please print legibly) *Treasurer*

Owner Name: [REDACTED]  
(Last, First)

**Problem / Question:**

*How much money should an LMSC with about 800 members keep in reserve to be prudent?*

<p>1</p> <p><i>25,000 ' minimum</i></p>	<p>2</p> <p><i>ONE YEAR OF EXPENSE</i></p>	<p>3</p> <p><i>I would make sure cash flow for 1yr expense plus if possible a % of budget for an emergency.</i></p>
<p>4</p>	<p>5</p>	<p>6</p>
<p>7</p>	<p>8</p>	<p>9</p>



Group:  
(Please print legibly)

Treasurer

Owner Name:  
(Last, First)



Problem / Question:

Question as to collecting and remitting fees -  
such as collect on-line and remitt to USMS  
can this stay in same account?

Do Not Know -

I would guess  
it could be one  
acc't if entries  
are accurate.

orally  
explained  
USMS does the  
CA accounting

SEPARATE  
USMS REVENUE  
+ USMS EXPENSES  
ALMOST ~~A~~ NET  
TO ZERO BECAUSE  
DUE TO TIMMING

1

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Group:

(Please print legibly)

TREASURER

Owner Name:

(Last, First)

Problem / Question:

Bill SUBMITTED TO BE PAID OVER THE BUDGET

1

Should have supporting document as to why over budget - was this a new item? was it an emergency? ask for approval prior to payment

2

Not sure, but can bill be paid ~~it~~ later? Also, can Board of Directors approve emergency payment? How much can LMSC delve into reserve?

3

very difficult. want to challenge but many times I suspect a "receipt" cover-up & I know that I will not get a true answer. ~~not~~ To refuse extra payment

4

5

would ensue  
WW III

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Group:

(Please print legibly)

MISFITS

Owner Name

(Last, First)

Problem / Question:

How do we get more WORKOUT GROUPS?

~~Partner~~

1

Partner w/ other existing teams - (USA or HS or YMCA)  
USMS folks are great volunteers to Champion Swim programs

2

ASK other swimmers to "take turns" coaching at odd times so more gps are formed.

3

Find out where people are swimming. Go there and talk, or offer to put on a short clinic.

4

Split the ones you have & relocate & grow from these.

5

work w/ National Office Club and coach services  
visit under-utilized facilities - find them a coach help them develop

6

Contact nearby teams to find out if they have needs that are not met. Start fitness swims that evolve into team mindset. Offer events that draw in all members of your group. Make sure there are strong coaches that will grow the group

7

Learn to swim in 6 wks Program -> new masters group  
invite <sup>dads +</sup> moms who sit at kid lessons  
invite student lifeguards  
invite divers of HS team  
invite gymnasts - other sports to cross train

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Group: "Misfits"  
(Please print legibly)

Owner Name: [REDACTED]  
(Last, First)

Problem / Question:

How do we encourage groups of swimmers who swim @ a facility that requires usms membership to ~~use~~ use the pool but is not a club <sup>to become a club</sup>

1 Encourage them to come to a meet + make the meet all relays so that they have to form a club to form relays + swim together.

2 Free meet.

3 Change advertising to Bold + Positive + Desirable.  
Note that they are already a team by virtue of being a group of swimmers.  
Then guide to join USMS is a natural step for groups to take to get the insurance.

4 Work w/ NO club and coach services - get them to visit.

Meet with them and discuss benefits of being a club.  
Visit USMS.org for list of club benefits.

5 Probably not USMS because not competition minded. After events they would be interested in that are USMS sanctioned. They need to see value in membership. If required then enforce we use insurance requirement as compelling reason.

6 Ask them to hold a meet at their facility -  
See if you can get a coach to do a stroke clinic at their facility  
Have a monthly breakfast after a morning workout to build relationships.

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Group:  
(Please print legibly)

Misfits

Owner Name:  
(Last, First)

Problem / Question:

Finding out who in the state is an official & what type -  
ie YMCA, high school, USA, USMS

1  
Contact the local USA Coach or Assoc. and get list of officials. All officials are in a database

2  
Contact High School Activities Principals or coaches or Athletic Director to ask for lists, contacts, etc. that each sport uses.  
Go to high school meets + introduce self + get list of officials at that meet. State / Region / Dual meets  
at any meet you attend get names of officials + keep expanding your #s.

3  
establish relationship w/ USA's LSC.  
if there is a separate HS organization, contact them.  
- same with colleges + US

4  
Does our national official have a database? Maybe should be a resource on USMS website - would help teams that want to hold more meets urge LSC to attract officials - pay for their training if possible.

5  
Call USMS headquarters, STATE high school athletic ASSOCIATION, USA Swimming Rep, local coaches all should know officials who if they aren't certified by USMS CAN be

6  
Coordinate w/ LSC  
Coordinate w/ Club Assistant  
Both have registration  
Check boxes for data requests

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Group:

(Please print legibly)

Misfits

Owner Name:

(Last, First)

Problem / Question: How does a new ~~member~~ volunteer make a contribution when there are many longstanding volunteers?

1  
Make sure that there is a MENTOR PROGRAM; AND that you rotate chairs regularly

2  
term limits for current positions  
+  
attend as many convention meetings & workshops as possible to get Great ideas

3  
Just keep showing up and "be there" so that these long standers see you & know that you want to be involved & contribute.

4  
Ask the chair or other officers for a job or task, or, create! Find a problem that needs a solution. *idea*

5  
- Mentor under a couple of the existing & learn about the organization  
- identify a project or point of passion & apply it  
- identify a concern & offer to solve it

6  
Match skills/experience to job. If desired position is fairly would they like an assistant? ASK club/LMSC what help they need.

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Group:

(Please print legibly)

MISFIS

Owner Name:

(Last, First)



Problem / Question:

What benefits can we offer unattached and non-competitive swimmers?

1

Fitness events with prizes. Social events. Education to assist with their goals. For unattached have a contact person with the LMSC who will help them make contacts within the LMSC

2

We recently had a virtual swim across Lake Erie. Swimmers recorded their distances per week. At the end of 3 months all participants (including those who did not swim 57 miles) received a tee shirt

3

See fitness committee results from meeting they are partnering w/ Coaches Committee to offer le new programs

4

Socials & your team so they ~~see~~ see how much fun it is to swim with a gp. health related articles doing & swimming.

5

Fun! we have a monthly "Harmony night" held at The Harmony Bar near our "Y". We have Aging Up ceremonies.

6

the same quality coaching & instruction. we can educate them on the ↑ benefits beyond coaching/instruct. that USMS provides... and tell them that they are ready for the next step to grow in the realm of swimming.

7

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Group:

(Please print legibly)

MISFITS

Owner Name:

(Last, First)



Problem / Question:

Better Attendance at Board Meetings for LMSC

1  
 change time  
 good food  
 child care possible  
 beginning + end time adhered to  
 mandatory attendance  
 75% of meetings  
 Board meetings at the end of a meet (w. pizza)

Recognize + praise each member for what they do well

2  
 Have meetings following an event  
 • include social event / lunch or dinner paid by LMSC  
 • have someone who feels welcome  
 • consider conference calls

3  
 Incentives for attending meeting - food, social activity. Keep meetings within a specified time frame. Make all feel important and included. Ask directly why some are not attending - communicate! There is a reason they are part of board

Use VIRTUAL meeting tools. Have conference calls which can be ARRANGED THROUGH Doodle.com & Wiggio.com

5  
 Done tail meetings w/ clinics vs meets  
 Hold informative or learning sessions w/ meetings - give a purpose to the meeting rather than discuss business

6  
 Have meeting at the end of a swim meet. Keep them short + on target. Get them food. Limit the # you have per year by keeping people up to date & emails prior to meetings.

7

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Group:  
(Please print legibly)

Misfits

Owner Name:  
(Last, First)

Problem / Question:

- We want more swim events - open water  
day meet  
dual meet
- We want access to more pools - + Pool Time

1  
need to develop  
more volunteers -  
recognize volunteers  
• clinics at event  
organization  
  
work w/ partners  
- get coach  
services to help  
w/ pool access

2  
Encourage LHS leadership  
to help with meets either  
financially or by getting  
supplies needed (timing  
etc) Partner with another  
team to add to volunteer  
base. Pool time - network  
with other teams. Share  
workout time. Pool time  
and access is a tough one!

3  
We are organizing  
a intersquad/abwim/ii  
masters meet with  
a local college. This  
could be done with  
a high school or  
local age group  
club

4  
Talk to USA meets.  
① find low attended ones  
② Dual Sanction  
  
Find USA & HS teams who  
need & volunteers  
for events / clinics  
USMS members / swimmers  
offset & help w/  
swim events

5  
Find out what pool  
time is not being utilized  
even if it is 2 lanes &  
get swimmers in there.  
If pool managers see  
you they will be more  
apt to "give" you pool  
time.

6  
Find the Open  
Water venue and  
Create an event.

7

8

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