

# **USMS SPECIAL APPOINTMENTS & LIAISONS ANNUAL REPORTS**

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## **AMATEUR SWIMMING UNION OF THE AMERICAS REPRESENTATIVE (ASUA)**

**Jim Miller, MD**

The selection site is currently under way for the site of the 2007 Masters Pan American Championships. Bids have been sent to the Masters Technical Committee Chair and are under review with final site recommendations to be sent to the members of the committee for consideration. Hopefully, I shall have more finite news for you at convention.

Consideration should be undertaken by the next USAS convention re. a US bid for Masters Pan American Games for 2011. The ASUA Masters Technical Committee has suggested Florida as a natural destination for such a championship. This would be attractive to the Central and South American countries as well as the Caribbean nations.

### **CONTROLLER Margaret Bayless**

On-going routine activities, to include weekly check runs, monthly payroll review, monthly bank reconciliations, monthly financial statement preparations with commentary, various analyses, and quarterly budget spending report distributions continue without exception.

During the period March through June, Clifton and Gunderson LLP, our external auditors, have been reviewing the 2005 financial records, which were presented to them in February. Throughout this process, I have prepared various write-ups, analyses, and have provided other requested supporting documents. It is anticipated that the 2005 financial statements and tax return will be completed in early July, and will be available for presentation and review at Convention.

For the first time in 2005, USMS had a small federal tax liability as a result of the generation of unrelated business income largely attributed to the new SWIMMER magazine contract, which affords USMS the opportunity to earn advertising revenue.

The 2006 budget was completed and published shortly after the 2005 Convention. To date, there have been 5 approved over-budget requests. A 2007 budget template, which includes historical information from the last several years, has been prepared for the use of the Finance Committee in compiling and reviewing the 2007 budget information.

Input was provided to the On-Line Registration task force regarding concerns and opportunities related to the developing on-line membership registration system. I was also involved in interviewing two prospective merchant account providers.

### **FINA REPRESENTATIVE Nancy Ridout**

After being nominated by USMS for the vacancy created by June Krauser's retirement from the FINA Masters Committee, the nomination was approved and submitted to FINA by USAS, and in June I was appointed by FINA to serve a four-year term on the FINA Masters Committee.

Our first meeting was held at the beginning of November 2005, in Palo Alto, California. The committee is comprised of 12 members from New Zealand, Australia, India, Canada, Puerto Rico, Valenzuela, Norway, Finland, Italy, Algeria, Germany, and the US. At the November meeting we got to know each other and worked on the various proposals that had been submitted for the FINA Masters Congress to be held at the World Championships, toured the sites of the Championships, and met with the Local Organizing Committee. At this meeting, I was appointed to head a sub-committee to investigate the development of the Masters program in Federations that don't offer it.

Our next meetings took place for three days before the start of the XI FINA Masters World Championships, August 1<sup>st</sup> - 3<sup>rd</sup>. Again, we met with the LOC, went over their proposed procedures, assigned members to various duties, and hosted a dinner for USAS and the LOC, and presided over the FINA Masters Congress, held every four years, to approve, or disapprove, new rules proposals. On behalf of USMS, I presented each FINA Committee member, each Bureau member that attended, the Local Organizing Committee Board, each Sport Head, and principal USMS representatives with a beautiful glass clock featuring a gold foil etching of the meet medal.

The XI FINA Masters World Championships was an outstanding event! 7200 athletes from 74 countries participated in Swimming, Water Polo, Diving, Synchronized Swimming, and Open Water Swimming. The weather was awesome, the competition was exceptional (over 160 World Records were broken in swimming), the facility was outstanding, the days

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were not long, and people from all over the world had a wonderful experience getting to know each other and renewing friendships. As I watched the closing ceremonies, saw the FINA flag passed to the Australian Counsel General, and listened to the Australian national anthem, I felt proud to have been a part of this remarkable event that was a once in a lifetime opportunity for many of our USMS swimmers. It was truly an extraordinary experience.

The committee meets at least once per year and the place and date for the 2007 meeting are still to be determined.

## **INSURANCE COORDINATOR**

**Colleen Driscoll**

Our loss experience continues to be very good and we hope that this will positively influence our insurance carriers on renewal. Numerous questions regarding our insurance coverage are fielded by the Insurance Coordinator. Coverages and limits continue to be reviewed.

## **INTERNATIONAL SWIMMING HALL OF FAME LIAISON (ISHOF)**

**June Krauser**

I attended a meeting of the ISHOF Advisory Board on February 23<sup>rd</sup>. It was a pleasure to hear Bruce Wigo remark that after a year there is more cash than payables! March is Women's History Month. There is to be an Exhibition and Reception on March 22<sup>nd</sup> of Women's bathing suits and how many great women aquatic athletes have advanced Women's rights.

The International Swimming Hall of Fame Honors weekend will be May 11-14, 2006. Also, the USMS Nationals to be held at Coral Springs and the FINA Grand Prix Diving Championships to be held at Fort Lauderdale that same time period. On the 11<sup>th</sup> will be the FINA Grand Prix Diving Opening Ceremonies. On the 12<sup>th</sup> a luncheon with ISHOF awards and in the evening the Paragon Awards plus a few others. On the 13<sup>th</sup> it is designated Australia Day (50<sup>th</sup> Anniversary of the 1956 Olympic Games). Also, the 42<sup>nd</sup>

Annual ISHOF Honoree Induction Dinner will take place on the 13<sup>th</sup> at the Broward County Convention Center. There will be one Masters swimmer – Jane Asher GBR – being inducted into ISHOF. Jane has already been inducted into IMSHOF. My children and I attended and I thought it was one of the best in recent years with 400+ attending!

The 4<sup>th</sup> International Masters Swimming Hall of Fame Annual Honoree Induction Dinner will be held on Friday, August 4, 2006 at Stanford University coinciding with the FINA World Masters Championships at Stanford University, Palo Alto, CA. Being inducted are Katherine Pelton USA, Rita Simonton USA, Lavelle Stoinoff USA, Drury Gallagher USA, Walter Pfeiffer USA, William Specht USA, Nancy Hunt Weiman – Synchro USA, Dr. Floyd Stauffer – Diving USA and Yoshihiko Osaki – Contributor JPN.

To obtain more information, sponsorships and prices, please contact Meg Marvin at 954-474-7010 or E-mail: marvingardens840@comcast.net

The 2007 Selection Ballot for the International Masters Swimming Hall of Fame has been sent to the Selection Committee. The Masters Nominees for Female Swimmers are: Anne Adams (USA), Jean Durston (USA), Karlyn Pipes-Neilsen (USA), Judy Wilson (GBR) and Gertrud Zint (USA). The Male Swimmer nominees are: Woodrow Bowersock (USA), Edward Cazalet (USA), Sandy Galletly (USA/GBR), Ronald Johnson (USA) and Paul Krup (USA). The third category includes: Tom Hairabedian (USA) Masters Diving, Carol Fitzsimmons (CAN) Masters Synchronized Swimming, Russell Hafferkamp (USA) Masters Water Polo and Suzanne Heim Bowen (USA) Masters Open Water Swimming. Ballots are due by July 3<sup>rd</sup>, 2006.

## **NATIONAL BOARD OF REVIEW CHAIR**

**Jack Geoghegan**

The National Board of Review considers grievances submitted to it and appeals of LMSC decisions. This year we have considered one grievance, which is still in progress.

## **NATIONAL SENIOR GAMES LIAISON**

**Bill Tingley**

There are no National Senior Games being held this year. The next National Senior Games are being held in Louisville, Kentucky, June 22 - July 8, 2007. Swim Dates are June 27 through July 2.

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Working with the Coordinating Committee and the Event Director for Swimming, the schedule of events will be the same as the Pittsburgh Games with the 65 and older age groups swimming on June 27 through June 29 and the 50 to 64 age groups swimming June 30 through July 2.

Work with the National Event Director to get the State organizations to report the results with places and times, seems to be the only operational problem to overcome. That work will continue with the State Games Directors.

While the National Senior Games is a very popular competition for the 50-&-Over sect, the focus of USMS efforts should be on the local levels where many thousands of non-USMS members participate in State Senior Games. Our knowledgeable corps of swimmers, coaches and administrators gets involved in the Senior Olympic movement to promote Masters swimming and to offer quality competitive opportunities for the seniors.

## NATIONAL SPONSOR LIAISON Mel Goldstein

At the direction of the past and present USMS Executive Committees a new USMS National Sponsor program was implemented for 2006. The new program established a greater value for USMS National Sponsorships than we have had in prior years by including advertising in "USMS Swimmer" magazine. Three levels of sponsorship were established: Gold, Silver, and Bronze. However, it was decided that sponsors who supported USMS in the past could opt out of the advertising portion of the new sponsorship program and still be accorded the benefits designated for each level.

USMS had six agreements expiring December 31, 2005 and six agreements expiring December 31, 2006. I am pleased to report all but one sponsor has chosen to renew their agreements with USMS under the new USMS National Sponsor Program. The renewal process of our past supporting USMS National Sponsors was not without its problems. The major problem was the handling of the USMS National Sponsors by the FINA World Championships LOC. The exclusive contract given to one vendor excluded all other USMS National Sponsors from participating in the event created a lot of ill will. The current USMS National Sponsors remained steadfast in their support of USMS by renewing their agreements. Throughout the renewal process of our USMS National Sponsors I discussed their concerns, i.e. exclusion from FINA Worlds and other concerns, with Rob Copeland and the USMS Executive Committee. It was important to maintain the integrity of the new USMS National Sponsor Program, and it was suggested that it may be necessary to make some concessions in our negotiations with our renewing sponsors in order to show our good faith and understanding of their problems and concerns. The good news is those USMS National Sponsors renewing their agreements with USMS generated an additional \$36,000+ over projected budget amounts for 2006.

We presently have one "Gold" level Sponsor, six "Silver" level Sponsors, and three "Bronze level Sponsors. I am presently working with two of our present sponsors who may increase their level of support and become "Gold" level Sponsors.

Four years ago when we purchased the USMS Tradeshow Display, the vision I had was the continual use of the USMS Tradeshow Display by LMSCs and clubs to promote USMS and attract members. This year the USMS Tradeshow Display has been used extensively since our convention in September. Bob Hopkins, New Jersey LMSC has done an outstanding job in promoting USMS in New Jersey. He placed our USMS Tradeshow Display in at least 5 different locations during the month of January. June Hussey, Arizona LMSC has used the display for three different events. The display's itinerary this year included Florida, Kentucky, Maine, Texas, Washington DC, Michigan, California, Colorado, and Tennessee. The USMS Tradeshow Display is a valuable tool being used by LMSC's and clubs to promote membership in USMS. Since there appears to be added interest in the display I am suggesting that USMS purchase a second display so more clubs and LMSC's can take advantage of this USMS benefit. Publicizing the USMS Tradeshow Display on the USMS website along with its scheduled use has made many aware of its availability. Here is what a few had to say about the use of the display...

- Alfonso Ramirez, Broomfield Breakers Master Swim Team writes "***The trade show display was a great recruiting tool at the Broomfield (CO) Mini HaHa Triathlon. I will ship the display to June Hussey on Mon, June 19th, UPS 5-day ground in time for her July event***".....
- June Hussey, Arizona LMSC writes "***The booth is great and easy to set up. And, I found out it's completely waterproof after sprinklers went off and soaked it while I was watching the swimming portion of the triathlon! I set it up at 5:30 a.m. and packed up around 11:30 after the triathlon awards. There were about***

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*270 competitors there. They were interested in working on their swimming. (After watching the swim portion of the triathlon, I could see why.) Most common question was: When are workouts?....*

As USMS National Sponsor Liaison I was called upon to help the host of the 2007 USMS Short Course National Championships, Federal Way, Washington secure a major sponsor for their event. Working with the LOC we were able to secure a major sponsor who will contribute \$6000 to the 2007 USMS SC Championships.

The USMS National Sponsor Liaison responsibilities were expanded this year to include LMSC and Club development. NIKE Swimwear who provides a \$1,500 grant each year to a Club or LMSC, has helped USMS in the area of LMSC and Club development by offering a grant. The 2006 NIKE Grant recipient was Modesto Area Aquatics Club, Modesto, California. There were 8 requests for the grant all with compelling stories. Those not receiving the grant were forwarded to the USMS Endowment Committee for consideration. To further promote USMS membership we are in on going discussions with the US Army Recreation Department, with the hope of establishing USMS Masters programs on several US Army installations. In my expanded role of club development I attended the National Parks and Recreation National Aquatic Conference, YMCA of the USA General Assembly and the American Swim Coaches Association shows promoting USMS.

The success of the USMS National Sponsor Liaison position and the new USMS National Sponsor Program can be attributed to the work of a few to whom I would like to offer thanks. Patty Miller established a USMS National Sponsor Agreement template which made it easy for me to get agreements signed and in place. Lynn Hazelwood took my request to put the USMS Tradeshow Display availability on the website and got it done which made clubs and LMSC's aware of the display, and Bob Hopkins, New Jersey LMSC and June Hussey, Arizona LMSC, for their efforts to promote USMS by using the USMS Tradeshow Display extensively, kudos to all.

## **NATIONAL PUBLICATIONS EDITOR Bill Volckening**

This year has been a very busy, productive year for SWIMMER Magazine. Since the 2005 convention, USMS has released five issues of SWIMMER. The sixth issue is in the works and will be released in early September.

During the year, we made a special effort to cover the World Championships, before and after the event. We actively solicited new ideas and comments from readers and members of the USMS Board of Directors. We also reviewed progress and made decisions for the upcoming year during the Annual Planning meeting in June.

The Annual Planning meeting was held on June 28<sup>th</sup> at Douglas Murphy Communications in Richmond, Virginia. This year, we were fortunate to have USMS President Rob Copeland and Vice President of Member Services Mark Gill in attendance at the meeting. Rob and Mark absorbed the intricate internal operations of the national publication, and offered us a wealth of ideas.

This year, the newly formed USMS Editorial Committee participated in a significant number of discussions and activities guiding the business management of the magazine. Special projects included creating a new editorial policy manual, making decisions regarding postal permits and international postage, and conducting the recent USMS member survey.

The member survey was perhaps our most intriguing project. Led by the largely pro bono efforts of new committee member Tom Boyd of Southern Pacific LMSC, the survey provided detailed information about our readers and how they feel about the magazine. The survey confirmed our feelings about the editorial direction of the magazine, gave us new ideas about what we could do to improve the magazine. It also provided valuable information for our advertising sales representatives.

Thank you to everyone who contributed to another great year! Special thanks to Lynn Hazlewood for one of the most stunning displays of volunteer leadership I have ever seen. Lynn has been a guiding light from the time we created the magazine, and she has diligently documented the whole process.

For more behind-the-scenes activities involving the magazine, please refer to the Editorial Committee report.

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## **UNITED STATES OLYMPIC COMMITTEE LIAISON**

**Hill Carrow**

On June 24 and 25 I attended the Second Annual US Olympic Assembly in the San Diego area. This was a very good way of accessing all the US Olympic Committee's top brass without having to round them up for meetings in Colorado Springs and/or Los Angeles.

At the Assembly, I was able to have discussions with the following USOC executives: Chairman of the Board, Peter Ueberroth; CEO, Jim Scherr; new International Relations Vice President and IOC Member, Bob Ctrvtlik; new International Relations Director, Bob Fasulo; Chief of Staff, Charlie Huebner; and Chief Marketing Officer, Jim Grice, among others.

In addition, I was able to spend time with Chuck Wielgus, CEO of USA Swimming, and other sport governing body leaders.

All together, it was a very productive, efficient, and cost-effective way of getting in front of the best possible audience of high level US Olympic leaders to continue to build relationships for USMS.

## **USMS LIAISON TO INTERNATIONAL GAY AND LESBIAN AQUATICS (IGLA)**

**Jessica Seaton**

IGLA's primary focus during the past year has been advising the organizers of the Gay Games VII in Chicago. Gay Games VII Sports and Cultural Festival will take place in Chicago from 15-22 July 2006. Over 12,000 athletes from more than 100 countries will compete in 30 sports ranging from softball to dance sport, swimming to tennis. The weeklong event will include band, cheerleading and colour guard performances, chorus, an ancillary arts festival, and a series of community-organised social events and parties. IGLA and Chicago Gay Games, Inc. have worked especially hard to have synchronized swimming included at a Gay Games for the first time. The Federation of Gay Games is the international governing body that perpetuates the quadrennial Gay Games and promotes the event's founding principles of "Participation, Inclusion and Personal Best"™. The Gay Games was conceived by Dr. Tom Waddell, an Olympic decathlete, and was first held in San Francisco in 1982 with 1,350 participants. Subsequent Gay Games were held in San Francisco (1986; 3,500 participants), Vancouver (1990; 7,300 participants), New York (1994; 12,500 participants), Amsterdam (1998; 13,000 participants), and Sydney (2002; 11,000 participants).

The swimming venue will take place at the new Myers-McLorraine Pool at the University of Chicago. It will be the first major swimming competition to be held at this pool. IGLA worked together with Mark Gill, the meet director, and Nadine Day, a member of the USMS Board of Directors and member of the Illinois LMSC to ensure that swimming and the Pink Flamingo run smoothly.

In 2007 the IGLA Championships will take place in Paris, France over the US Memorial Day weekend, May 23-28.

## **USMS LIAISON TO USA SWIMMING**

**Ted Haartz**

Following my mid-year report, the Board of Directors of USA Swimming has met once in Colorado Springs on April 28-29, 2006.

Of some interest to USMS were:

1. A newly formed internal audit committee "to be responsible for the review and acceptance of the annual audited statements, management letter, auditor letter and recommendations to the Board of Directors and to oversee the system of internal control of the Corporation."

This also includes the audit committee oversight of the U. S. Swimming Foundation and the U. S. Swimming Insurance Corporation and consolidated statements of the three bodies.

2. The USA Swimming Foundation was engaged in seeking outside fundraising counsel preparatory to conducting both an initial capital campaign followed later by an annual giving drive.

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3. Mark Schubert has been hired with the title of National Team Head Coach and General Manager along with Lindsay Benko Nintenko as Managing Director of the National Team Program.

4. John Cruzat has been hired as USA Swimming's Diversity Director with the aim of broadening the diversity of the membership.

The next meeting of USA Swimming Board of Directors will be September 12, 2006, in Detroit, Michigan. Later that week, at Convention, new officers will be elected who will serve for the next two years.

## **USMS LIAISON TO USA TRIATHLON Cindy Hughes**

It is always a happy circumstance to provide a success story to USMS coaches and masters swimmers about the sport we are so passionate about. A few years ago, USMS leadership asked me to be the USMS representative to USA Triathlon (USAT). I was a bit nervous about the task that lay ahead of me. My assignment: work in concert with these two organizations, bring the good things of USMS and the lessons learned to USAT, and glean all I could from USAT in the same manner. I established a relationship with a representative from USAT and we met on a monthly basis. On a monthly basis, I emailed a group of people consisting of USMS and USAT coaches, team reps from both organizations, interested USMS swimmers and USAT triathletes about the goings-on of both organizations as well as a summary of the monthly meetings. I spoke at several local triathlon club meetings encouraging triathletes to join a masters team and see the benefit in their racing from swimming with masters. I spoke at several local swim teams and encouraged the swimmers to welcome the triathletes, help them with the swim team 'shorthand', lane etiquette. And, I encouraged all the team reps and coaches across the country to do the same.

Guess what? It worked! I find not only locally but on a national level, more and more USMS teams have triathletes on their team. In fact, some have triathlete-specific workouts or lanes. Swimmers have tried triathlon and find that, through cross training, their shoulders aren't as sore. USMS coaches, team reps, and swimmers should be proud. They have helped another type of athlete to find the joy of swimming which will last them a lifetime.

My initial charge was to work with the organizations on the business level. While that was successful in many aspects: USMS is looking at on-line registration and hiring an executive director. USAT has created a magazine much like the new SWIMMER magazine; they were amazed at our volunteer staff and have encouraged that aspect in their organization. My greatest joy in this position was to see the success of swimmers and triathletes coming together and finding pleasure, health, and success in both sports.

With that, I feel that USMS no longer needs to maintain a separate position for USAT. Many of the coaches of USMS are also USAT certified coaches. Many swimmers in USMS clubs over the country are also USAT certified coaches. I believe that within the board of directors of USAT is at least one USMS swimmer. As with anything in USMS, success comes from the local level up and locally across the country, it has been a success.

## **USMS LIAISON TO YMCA Stu Marvin**

The 2006 YMCA Masters National Swimming Meet returned to Fort Lauderdale May 18-21. The hosts were the City of Fort Lauderdale and Fort Lauderdale Aquatics, in conjunction with the YMCA Competitive Swimming & Diving Advisory Committee. Despite the close proximity of the USMS nationals held the week before in Coral Springs, FL, a total of 408 swimmers representing 58 different YMCA's from around the country made the trip to compete in a great meet. The largest team was from Anne Arundel, Maryland, with 73 participants. Numerous teams such as Anne Arundel, Arthur Jordan (IN), South Hills (PA), Sarasota (FL), Andover/North Andover (MA) and Westport Weston (CT), have continually supported the YMCA national meet and are very loyal to YMCA masters swimming. There were 80 swimmers who swam their way under existing YMCA national records, setting a total of 74 new standards. A total of 15 relay teams also went under existing national records, setting 11 new relay standards. Only 5 new USMS records were established over the four days. Two were set by Mike Freshley from Encinitas, CA, who bettered his swims from the week before in Coral Springs. Two more were set by Nancy Brown, the coach and personality who defines the team from Anne Arundel. Full results can be found on the YMCA website by going to [www.ymcaswimminganddiving.org](http://www.ymcaswimminganddiving.org)

The combined team champion was Anne Arundel County YMCA. The women's team champion was also Anne Arundel, with Sarasota YMCA taking the men's team championship. Over 180 swimmers and their friends attended the meet social at the Broward County Convention Center where they were entertained with several dance contests and door prizes. Due

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to the efforts of the Claudia Multer and Mike Leonard from the YMCA, Laura Voet and her staff at the Fort Lauderdale Aquatic Complex, Duffy Dillon and his Fort Lauderdale Aquatics team, and Mel Goldstein and his team from Arthur Jordan YMCA, the meet was very successful and carried on the legacy of how much fun a swimmer can have at the YMCA Nationals.

The YMCA Competitive Swimming & Diving Advisory Committee has announced the meet will return to Indianapolis next year. The meet dates will be April 12 – 15, 2007. Meet information will be available towards the end of the year and can be found at [www.ymcaswimminganddiving.org](http://www.ymcaswimminganddiving.org) The YMCA Competitive Swimming & Diving Committee is going to change several entry procedures that will make it easier to enter next year. Do yourself a favor and experience the YMCA Nationals – the best kept secret in masters swimming.

## USMS WEBMASTER/IT DIRECTOR Jim Matysek

A large portion of this year's development time was spent in the development and maintenance of the on line entry system for the world championships and the myriad of supporting administrative tools required for processing, cleaning up, and extracting entry information for the involved sports and for accounting purposes. The impact of this overwhelming project was grossly underestimated by myself and everyone else involved in it. Despite our planning shortcomings, we did manage to pull it off and successfully registered over 7,300 meet entrants and provided all of the required entry information to each of the sports in the formats requested. The bulk of the programming was done without any written requirements and often without any requirements at all. We have a lot of lessons learned coming out of the worlds effort that will be applied to future development planning efforts.

In addition to supporting the world championships, the regular development and maintenance tasks for the web site and web server continued. On line entries for short course nationals were processed with 1,271 total entries and 76% of these entries received on line. One area that is often overlooked is support of current web tools such as top ten, All-American and All-Stars, records, places to swim, oral history, stories about swimmers, USMS Swimmer magazine, and general content management and navigation tools. Each currently deployed area of our site and it's supporting tools requires some level of maintenance, support of any volunteers using the tools or support of the general membership by web developers and continued development as new situations arise.

This year we also experienced hardware failures of our aging web server and sustained hacker attacks. We decided to upgrade to a new web server and add additional tools to enhance security this spring. The new server has performed admirably with the increased load that came with worlds entries and real time results. I do not believe that the old server would have held up during some of the more critical load times leading up to worlds. During the world championships, we also serviced an average of about a quarter million hits per day on the real time results areas.

Now that worlds are behind us, we are entering a planning phase for which projects are next. We have a large number of requests backlogged due to the focus on worlds, and we also have a large number of maintenance and minor enhancements to existing tools that have been put off in favor of worlds support. Prioritization of all these tasks will be difficult and we ask for everyone's patience and understanding as we sort these out. With the large number of requests pending, the odds are that yours is not going to be the first one serviced. We will also be cautious to not over commit to more projects than we can handle.

## SEARCH COMMITTEE Laura Winslow, Chair

**Committee Members:** Tom Boak, Rob Copeland, Jim Miller, Patty Miller

### Opening paragraph:

The purpose of this committee is to find a qualified candidate for the Executive Director position.

### Discussions and projects since the last convention:

1. Determined the primary job responsibilities for the Executive Director position.
2. Created a Request for Proposal which was sent to numerous search firms to assist USMS in the search for qualified applicants. Presented two finalists to the Board of Directors for their approval to hire. Worked closely with the search firm to identify prospective candidates.
3. Recommended the salary package for the Executive Director to the Board of Directors.



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4. Designed a bonus plan for employees of USMS, and presented it to the Board of Directors for approval.
5. Developed a benefits philosophy for USMS and presented it to the Board of Directors for approval.
6. Created a paid time off policy for USMS.

## PREMIUM WEBPAGES INQUIRY

Conference call, August 27, 2006

In attendance: Michael Heather, Rob Copeland, Laura Winslow, Betsy Durrant, Jim Matysek.

As a preface, a premium webpage has been discussed informally for some time without any action. This inquiry is being undertaken with the goal of providing exclusive content and services for only USMS registered members, accessible through the use of a unique password.

The premium pages are thought to impart either benefits to members or incentive to become a member. The inquiry group is tasked with the delicate balance of trying to attract new members with the promised content offered over and above the free pages that will still exist, while not driving the prospects away with unwanted barriers. The benefit side of the equation will attempt to create value for our members that is informative and useful.

Some existing content was discussed as being appropriate to be shifted into the PW, such as the daily workouts available from various coaches. Possibly the Top Times listings.

New content being discussed included:

Fitness- Virtual swim tracking- personal graphing or charts to keep track of yardage

Check Off Challenge- updates

Video clips of technique (with Q&A) and / or competition

Classified ads

USMS Swimmer magazine back issues (indexed articles or perhaps entire content)

Historical Archives (are now on line with very limited access)

All Time Top Ten

Nutrition and workout logs for tracking and summarizing

Unified listings of competitions nationwide (redundant to the LMSC websites)

Custom portlet individual pages (similar to My Yahoo)

Custom information notices

The logistics of implementation were discussed in rudimentary form, since the main agenda was to concentrate on content issues. Further discussions are planned but not scheduled.

## MEMBERSHIP DUES REVIEW TASK FORCE

Laura Winslow, Chair

Michael Heather, Vice Chair

Revised September 8, 2006

**Committee Members:** Carolyn Boak, Ted Haartz, Leo Letendre, Jeff Moxie, Anna Lea Roof

The purpose of this task force was to determine the need, if any, for potential changes in membership dues as well as reviewing alternative methods of registration periods.

### Discussions and projects since the last convention:

7. Reviewed the 2007 pre-convention draft budget. For purposes of this discussion it was deemed necessary to adjust the budget to include the estimated costs related to on-line registration.
8. Prepared the 2008 and 2009 forecasted income statements, based on the information we had available at the time.
9. It was noted that membership has been relatively flat over the last five years. Prior to the last dues increase in 2003, USMS was losing money. Since then, USMS has remained profitable. Now USMS is positioning itself for the future. In addition to normal inflationary pressures, these actions will result in higher costs. While we recognize that USMS is showing a \$340,000 profit through August 31, 2006, at this time our best estimate for the full year will be to breakeven.

The primary cost increases over actual 2006 costs are the full year costs associated with having an Executive Director (additional \$130,000), offering benefits to employees (\$60,000) and on-line registration (\$50,000). These



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increased costs, combined with normal increases in expenses are expected to result in a deficit of \$270,000 - \$315,000 going forward, assuming no significant growth in membership, advertising revenue or sponsorships.

10. We investigated the feasibility of offering extended memberships, subscription memberships, and pro rated memberships. Under extended memberships, we considered year-plus, three year, five year and lifetime. The purpose of the year-plus membership is to give new members who join after May 31<sup>st</sup> but before September 1<sup>st</sup> the option of joining for up to 19 months instead of a partial year. Many, but admittedly not all, issues and potential resolutions related to implementing different types of membership options were discussed by the task force. In addition, more detailed discussions and analysis, not included in this summary, were performed by the task force to support its conclusions. These discussions have been documented and will be provided to implementation teams and affected committees if approved.
11. Discussion was held about pro-rating membership fees and the lag time of when new USMS members receive their first issue of USMS Swimmer. A proposal for pro-rating first-time members' dues (for first-time members joining USMS after June 1) was unanimously rejected, partly due to the financial impact on LMSCs with multiple summer open water events. However, a problem not in the purview of this committee greatly affected the discussion. When new members first join USMS, they are told that one of the great benefits of joining USMS is receiving our magazine. The delay in these new members' receiving the first issue was seen as unacceptable. For example, a swimmer who first joins on May 18 will not receive the first magazine until the September-October issue. A recommendation was made that the magazine publish a plausible number of extra copies of each issue so that the extra back issues could be mailed by the National office to new members who register in the following one month (or up to two months?) period after the present cutoff dates. The National Office states that sending a magazine in this way would cost less than \$2 apiece and that they can provide the approximate number of extra issues needed each time.

## Action items:

1. MSA to recommend a \$5.00 increase in membership dues for the 2007 membership year.
2. MSA to recommend a year-plus membership (up to 19 months) for first time members at a proposed cost of 160% of the yearly membership, rounded to the nearest dollar.
3. MSA to determine interest in offering five year memberships at a discounted rate, with monies held by national and distributed to the LMSCs on a yearly basis. If sufficient interest, then recommend implementing.
4. MSA to determine interest in offering lifetime memberships with a \$1000 fee. If sufficient interest, then recommend implementing.
5. MSA to recommend that at least Registration, Editorial and Finance Committees discuss the feasibility of publishing extra copies of each issue of the magazine so that extra back issues could be mailed by the National office to new members who register in the following one month (or up to two months?) period after the present cutoff dates.