
USMS BOARD OF DIRECTORS REPORTS

PRESIDENT Rob Copeland

This year's theme for our annual meeting is "Membership: It's Up to Us". This theme was selected to remind us of our continued focus on providing service to our members and our need to engage our leaders and volunteers at all levels along with our staff to continue our rich traditions and to come up with new and creative ideas to serve our members and grow our programs. It's up to us to providing the support, tools, and services to our staff, volunteers, clubs and members. It's up to us to provide the leadership and vision. It's up to us to provide the passion and wisdom. It's up to us to serve our membership.

This past year USMS has had some interesting challenges and successes. First, our executive director, Todd Smith, resigned to take a position back in diving with Duraflex and after an extensive search we hired Rob Butcher as our ED. Second, through a partnership with Club Assistant, we implemented on-line member registration.

On the executive director front, thanks in great part to the excellent work of our search committee, this spring the Board hired Rob Butcher as our second executive director. And while many of the initiatives Todd started for us went on hold during the search, Rob dove right in and has gotten us back on track. In the short time he has been with us Rob has already demonstrated a passion, enthusiasm and vision for Masters Swimming. Rob has been able to meet many of our local and national leaders and I encourage each delegate to find time to meet with Rob in Atlanta.

On-line member registration went live with the beginning of the 2008 registration period and like any new system there was a learning curve that our registrars worked through. We have seen very good member reviews with on-line registration and with the enhancements for 2009, I believe registration through the web will be easier and faster. And speaking of the web; we continue to improve our web site to provide content and access to many historical documents.

Now with these pieces in place and a vision to grow our support (both staff and volunteer), it's time to tackle the work of providing the services in expanded support of our mission to promote fitness and health in adults by offering and supporting Masters swimming programs. This annual meeting is a perfect opportunity for every committee and every member of our House of Delegates to set and commit to achieving realistic goals for 2009, 2010 and beyond to stretch for our mission and objectives. It's up to us to make the dream a reality.

And I would be remiss, if I didn't take a moment to thank all of our hard working staff and volunteers. There would be no Masters Swimming without your passion and commitment to swimming.

And in closing, remember "Membership: It's Up to Us". If you can dream it, you can do it.

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VICE PRESIDENT OF COMMUNITY SERVICES

Michael Heather

The Community Services division had lots of change this year. Both the coaches and sports medicine committees welcomed new chairmen (Chris Colburn and Jane Moore, respectively) and thanked the former chairs (Mo Chambers and Jody Welborn) for their hard work. Fitness has been enjoying a tremendous growth in the "Go the Distance" program, in which you track your mileage on a chart and watch the mileage grow during the year. It is free to join and there are milestone awards and trinkets available for purchase, if you desire any. Check it out. Sports medicine and science vets and edits the Healthy Swimmer series in the magazine and on line, which has been well received. The answers to questions are answered by actual experts in that field. Coaches is very busy with several projects, both new and existing, and is looking for ways to recruit new coaches to start new or augment existing programs. I have mourned the resignation of our first Executive Director, and happily welcomed our new ED, Rob Butcher. I also participated in the task force for establishing a policy manual, which is now online. I look forward to the coming year as a possible break through for USMS, and with the help and support of the delegates and members, USMS is poised to have a terrific future. Everyone of you reading this should pat yourself on the back, right now. Nothing could have happened without your help and love for the sport.

VICE PRESIDENT OF LOCAL OPERATIONS

Julie Heather

The Local Operations Division committees (Registration, History and Archives, Records and Tabulation, Recognition and Awards, and Zone) have had several very productive conference calls this year. Many of the issues faced cross committee, and the dialog has been very useful in addressing issues.

In addition, the End to End Event Management Task Force has received feedback from these committees to assist in their goal of providing tools for online meet management.

USMS has 53 LMSCs, and they vary widely in the level of support they provide to swimmers. It is important to USMS to develop minimum competency levels for LMSCs, and implement a plan to bring them all up to this level.

Discussions and projects since the last convention:

1. LMSC Task Force was created, then disbanded until USMS is in a position to support an LMSC strategic plan.
2. Club Development Task Force was given to Jeanne Ensign.
3. Assistance and mediation of problems within LMSCs
4. Creation of End to End Event Management Task Force

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VICE PRESIDENT OF MEMBER SERVICES

Mark Gill

It has been a busy year in the area of member services. Much has been accomplished, yet there is still much more to do in the coming year. Since my last report, the focus of the Member Services Division has changed dramatically. The Championship, History & Archives and Recognition & Awards Committees have all moved out of this division. In their place, the International, Marketing and Publications Management Committees have been added. Only the Communications Committee has remained in this division consistently.

Last year, I listed several projects that I hoped to see accomplished by this convention. Here is the update on each of those items.

- The Places to Swim listing on our website was identified as one of the most used, yet often out of date features on our website. The Communications Committee has developed a set of recommendations that will allow us to automate much of the way we collect and update this information. The Executive Committee has instructed our Executive Director to develop a plan for implementing them.
- End to End Event Management was a second need identified last year. The project started in the Communication Committee and focused on how to improve the processes that we use regarding our events, sanctioning, results, etc. This project was moved from the Communications Committee into its own task force which resides in the Local Operations Division.
- Email communication to our membership is a third goal indicated in my previous annual report. At this time, we have made some progress on this, but do not yet have a formal plan for how we will provide and manage email communication to our membership. The Communications Committee continues to work on this project.
- A final project was to make online meet registration available for all meets. There are several options that are being evaluated on this front. The President, Vice President of National Operations and Executive Director are now working on this initiative.

As we look towards the final year of our administration, there are several new projects that will be the focus of the Member Services Division.

- The Marketing Committee has been in limbo for much of this year. They are waiting for the results of two task forces to give them guidance and direction. The Branding Task Force is hard at work on revising our image and look. Once that is accomplished, this will give the Marketing Committee specifics to work with regarding the materials that we create and make available to clubs and LMSC's to help promote our sport. The second task force is one that is evaluating what external organizations we want to have relationships with. The marketing committee has membership with a variety of organizations. We need to evaluation which ones make sense for us to partner with and what we hope to accomplish from these partnerships. Once we have the results of these two task forces, the Marketing Committee will be able to set and move forward on its goals.
- The Publications Management Committee is working to develop more online content and move Swimmer to more of a multimedia publication.

It has been an interesting year as Vice President of Member Services. I look forward to reporting back to you on our progress of these projects as we continue to improve Masters swimming.

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VICE PRESIDENT OF NATIONAL OPERATIONS

Leo Letendre

Report will be sent separately

TREASURER

Jeff Moxie

United States Masters Swimming continues to be on very solid financial ground. As of July 31, 2008 we had in excess of \$1.8 million in cash and investments. Our investment returns have shown an overall decline from prior years due to an overall decline in interest rates and the inability to invest in only certificates of deposits due to our extremely restrictive and conservative investment policy. During 2008 rates were in the 3.5% range compared to 5.0% during 2007.

The 2007 Financial Statements are complete and a financial report will be available for delegates at the Convention in Atlanta. The tax returns for 2007 have been filed. We also filed amended tax returns for 2005 and 2006 to correct some minor oversights on the tax returns for those years.

We are working closely with the Executive Director to determine the needs, both short term and long term, for driving the future growth in USMS membership. These needs will include both financial (making an investment in growth for the future) as well as process (budgeting, organization structure, financial policies (specifically, FOG), etc.) changes.

SECRETARY

Meg Smath

Most of what I did this year was much the same as previous years: ordinary secretary stuff. I posted the minutes of all the 2007 convention meetings online, and also wrote and distributed minutes for the Executive Committee, Board of Directors and House of Delegates meetings during convention. Other post-convention duties included compiling evaluations and summarizing the wrap-up session. I also reviewed action items from minutes that required EC or BOD action. I wrote and distributed minutes from all EC and BOD meetings held during the year, including the midyear meetings in Dallas in February. I updated the working calendar for 2008 and was a member of the Branding and Policy task forces. In addition, I served as one of the proofreaders for *USMS SWIMMER* magazine.

As this convention has approached, I have been compiling the official list of delegates, and preparing other convention-related materials.

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IMMEDIATE PAST PRESIDENT **Jim Miller, MD**

The role of the Immediate Past President varies from administration to administration. Following the election of new officers, the role is that of orientation of the new EC to the business under way and the integration of new agendas with those already in progress. The second EC term defines a new role. The Immediate Past President frequently is assigned special projects, which can benefit from a leadership background.

This past year certainly exemplified this role. I chaired the Executive Director Search Task Force which resulted in a pool of 77 candidates. I was very fortunate to have had the expertise of Nadine Day, Raena Latina, Ted Haartz, and Jeff Moxie on the Task Force. Our Professional Search Firm of Anderson & Associates from Charlotte, NC teamed with us, as last time 3 years ago. Doug Anderson, the owner, took on the task himself and was an incredible asset to the process. You will all have an opportunity to meet and work with our new Executive Director, Rob Butcher at this USAS Convention. His passion for our sport is sincere and his background brings new insight and opportunity. You will see for yourself very soon.

My current project is that of Board of Directors training. During the course of interviews a considerable number of the candidates with a background in non-profit corporations recommended that we pursue a Board training process. Doug Anderson independently presented exactly the same recommendation early in the search process. USMS has been fortunate to have a succession of very talented Executive Committees and Boards for decades, which have dedicated countless hours to running the Corporation. As we grow to a fully functional Executive Director with an office and staff, the role of the BOD and EC need to evolve also. Thus, we will be engaging a professional in non-profit Boards to assist us with this evolution. I have been interviewing 3 different firms who have been recommended to me with extensive track records in this process.

Finally, I am serving as the EC liaison to the Club Development Task Force, and the Benefits Task Force (which has recently been transformed into the Benefits and Compensation Task Force). I am also the trustee of the employee Vanguard retirement fund.

LEGAL COUNSEL **Patty Miller**

USMS's legal needs since last year's convention have been relatively straightforward, focusing on the business functions that continue to develop as USMS builds infrastructure to serve its members and grow. In a major step forward, USMS instituted on-line registration. This called for legal input regarding both the relationship with the company that developed the on-line registration process and the registration process itself. On the latter point, a key legal task was providing advice regarding the on-line liability release process.

As in 2007, USMS again went through the process of hiring an Executive Director when our previous Executive Director resigned to accept another position. As you will hear from other

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reports, the search process moved quickly and resulted in the successful hiring of Rob Butcher. From a legal perspective, this meant another contract as well as legal counseling regarding benefits and the establishment of the Charlotte office.

Thanks to the assistance the law firm Cooley Godward, which provided *pro bono* legal services, USMS's current trademarks have been registered with the U.S. Patent & Trademark Office. We dealt with one issue this year regarding a USA Swimming club that sought to use one of our word marks in another language. This resulted in a co-existence agreement with the club for that particular use.

Other than those larger areas, we had the usual matters that call for legal input, including agreements with Corporate Partners, requests to interpret existing agreements such as that with our publishing services provider, questions from LMSCs regarding liability releases, provision of legal counsel to the Executive Committee and Board of Directors, and random issues that arise from time to time.

I have requested a larger amount than usual in the 2009 budget for the outside legal fees cost center. This request reflects my belief that USMS, with a new Executive Director and increased staff, will be offering more services and forming new partnerships than ever before, resulting in the need for legal services that are both more time-consuming and more complex than what we have seen in the past. While we have been lucky to receive excellent legal services in particular areas (e.g. trademark, employment) on a *pro bono* basis, I foresee a greater need for the use of outside counsel – and the fees to pay for those services. Going forward, I envision the volunteer role of Legal Counsel as involving in-house counseling on rather routine matters and the management of outside counsel to handle more time-intensive and specialized matters.

SOUTH CENTRAL ZONE AT-LARGE DIRECTOR

Carolyn Boak

Carolyn participated in the mid-year meeting and some of the Board of Directors conference calls. I welcomed Rob Butcher as our new Executive Director and was very pleased that he communicated quickly with all the Board members in order to get a sense of the organization.

I participated monthly in the Club Development Task Force, ably led by Jeanne Ensign and on the Rules Committee calls.

My final participation (and the most time consuming and rewarding) was as a retiring member of the Championship Committee where I served as the Championship Committee Liaison to the very successful Short Course Nationals held in Austin.