

PROPOSAL TO HIRE A CONSULTANT FOR THE NATIONAL PUBLICATION BIDDING

USMS's National Publication contract with the publishers of SWIM magazine expires at the end of 2004. The Executive Committee issued a Request for Proposal a few months ago and is preparing to receive and evaluate bids for the National Publication in anticipation of action by the House of Delegates at the 2004 Convention. The EC is charged with the responsibility of soliciting bidders with the requirement of conducting an open bidding process, selecting the winning bid, and presenting the results to the HOD for budget approval.

One of the single largest expenditures annually from the USMS budget is the National Publication. Many members and potential members see the National Publication as one of the main benefits of USMS membership. If sold on newsstands (which the current publication is not) it can also be a tremendous marketing tool. It is vitally important that we have an appealing, informative, and cost-effective National Publication.

As potential bidders for the National Publication contract have been contacting the EC with questions, it has become very clear to the EC that there is a level of professional expertise that would assist the EC to evaluate and negotiate with potential publishers to achieve the best result for our organization. We have a qualified USMS member, Mary Bolster, who is willing to provide her professional services to assist the EC in the National Publication bid process for an hourly fee – not to exceed \$2,500. The EC is familiar with Mary, as she was formerly with the publisher that bid for Fitness Swimmer to be the National Publication. Mary has already brought to our attention in informal conversations the possibility of significantly reducing our budget expense for the National Publication.

Section III of the Professional Management Guidelines (PMG) requires House of Delegates approval for the creation of a new contractor task. We will need a waiver of the House of Delegates approval requirement to engage Ms. Bolster. Since the amount involved is \$2500, a bidding and interview process is not required. The Executive Committee proposes the following motion for consideration by the Board of Directors:

[list] [*][B]Move[/B] that, pursuant to Section IX of the Professional Management Guidelines, the USMS Board of Directors approve the waiver of Section III to enable us to engage Mary Bolster to advise the Executive Committee during the evaluation of potential bidders to publish the National Publication.[/list]

Please respond with your vote in favor or against to Sally Dillon by Friday, March 5, 2004. Should the BOD approve the recommendation, it will then proceed to the Finance Committee for consideration of an over-budget request. If you have questions or concerns we will address them on the discussion forum.

MARY BOLSTER VITA

Mary Bolster
65 Carmine Street #B1 NYC 10014
212 627 7233 marybswim@aol.com

EXPERIENCE

Freelance, NYC-Editor/Writer/Editorial Consultant

June 2001-present

Freelance work includes in-house medical editing at a pharmaceutical company; reviewing books for the American Academy of Arts and Letters; consulting with the Princeton-Blairstown Center to overhaul their literature; creating prototypes for new magazines; drafting a book proposal for potential publication; and writing articles for Prevention, Men's Health, Runner's World, TravelAge West, the Trenton Times, and Dolls

Time, Inc., NYC-Editor, Sports Illustrated for Women

May 2000-June 2001

Promoted from deputy editor, retooled design and injected content with a stronger point of view and a sense of humor to attract more sophisticated readers, managed staff of 15, supervised and mentored junior editors, signed on new freelancers, conceptualized stories, worked closely with art director, contributed to growth of circulation from 200,000 to 300,000

Rodale, Inc., NYC-Editor, Fitness Swimmer

January 1995-May 2000

Prepared for launch of new magazine by establishing vision and editorial direction; hired art director and small editorial staff; controlled tight budget; oversaw photo shoots, including hiring models and supervising technical aspects of workout photo shoots; quadrupled circulation and generated highest renewal rates and reader satisfaction of any Rodale publication

Reed Elsevier, NJ-Assistant Managing Editor, Travel Management Daily
September 1993-January 1995

Promoted from senior editor, scanned wire reports and industry newsletters for travel-related news, interpreted regular news for travel industry slant, distilled interviews and articles into six-line snippets for travel industry newsletter and sister travel magazine

Freelance, NYC-Editor/Writer
October 1992-September 1993

Wrote articles for TravelAge, a travel trade publication, and neighborhood papers in Manhattan; worked as an in-house editor for several publications which included corresponding with contributors, assigning stories, editing freelance material, and generating story ideas

EDUCATION

Master of Arts: 20th Century Irish History
University College Dublin, Dublin, Ireland

Wrote thesis on women in the Northern Ireland civil rights movement Bachelor of Arts: British/American Literature
Scripps College, Claremont, California Wrote thesis on non-fiction writer John McPhee

MORE ABOUT ME

Globetrotter: traveled throughout the US, UK, Ireland, Europe, Australia, Asia, and Africa