

# USMS Convention — Kansas City, Missouri 2015

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| <b>Committee Name:</b>      | Recognition & Awards | <b>Session #:</b>            | 1                       |
| <b>Committee Chair:</b>     | Ray Novitske         | <b>Vice Chair:</b>           | Sally Dillon            |
| <b>Minutes recorded by:</b> | Sally Dillon         | <b>Date/time of meeting:</b> | 10/1/15, 10:00 a.m. CDT |

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## Actions Requiring Approval by the HOD:

1. None

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## Motions Passed:

1. None

**Number of committee members present:** 14                      **Absent:** 3                      **Number of other delegates present:** 24

**Committee members present (list all, including chair and vice chair):** Ray Novitske, Sally Dillon, Rich Burns, Maria Elias-Williams, Cheryl Gettelfinger, Megan Lassen, Erin Matthews, Hugh Moore, Mark Moore, Lori Payne, Nancy Ridout, Laura Val, Chris Stevenson (ex-officio) Tracy Grilli (ex-officio)

**Committee Members Absent:** Robert Zeitner, Betsy Durrant, Heather Howland

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## Minutes

The meeting was called to order at 10:01 a.m.

1. The official 'pinning' of 2015 Ransom J Arthur Award recipient, Meg Smath, will take place at House of Delegate's meeting #4 on Friday morning.
2. Chair's Report – Ray reviewed committee's accomplishments from the past year. Local announcements were made after convention last year and are ready to go after the awards are announced on Friday. These announcements go to the LMSCs of all USMS award winners. We campaigned more diligently to attract award nominations. A subcommittee (Rich, Laura, Sally) worked with Laura Hamel to develop a "Wanted" poster that was eye-catching and was published in the Spring Nationals program and in USMS publications. This year's Ransom Arthur award recipient is Meg Smath. Nancy Ridout was submitted to IMSHOF as an Honor Contributor candidate and was selected. President Nadine Day used the information from last year's LMSC survey of volunteer recognition to provide volunteer recognition emphasis to those attending the LMSC leadership conference.
3. Budget review for past year and for 2016 - Ray noted that the R&A committee's allotment in the proposed budget includes a \$2500 increase that was initially requested to assist in the purchase of swag items for LMSCs to use for volunteer recognition. It doesn't appear that we will use these funds as the swag will be offered for purchase to LMSCs by USMS sponsor SwimOutlet.
4. Report on annual projects.
  - a. Ransom J Arthur Award – Sally reported that there were four nominees for the 2015 Capt. Ransom J. Arthur M.D. award: John Bauman (Wisconsin), Michael Moore (Pacific), Michael Heather (Southern Pacific), and Meg Smath (Kentucky). The nominations are reviewed for completeness and nominators are contacted when clarification or additional information is needed. The voting pool consists of past RJA award recipients who have current USMS registration and all members of the R&A committee. President Nadine Day presented the award to Meg in Kentucky, in front of Meg's friends and family. An official announcement took place at Spring Nationals in San Antonio.
  - b. Dorothy Donnelly Service Award – Ray stated that anyone registered with USMS is eligible for the award. We recognize up to 15 people with the award and this year we had 30 high quality nominations, the majority of whom are people involved mainly at the local level. The R&A committee chair, vice chair, and USMS president make the selection. This year, 13 of the 15 recipients were unanimous.
  - c. June Krauser Communications Award – Nancy stated that the award is given to a person or group who has furthered the communication to members and beyond. Named after June Krauser, who developed the first USMS newsletter, *Swim Master*. The selection committee included Cheryl, Nancy, Maria, Robert, and Erin.

- d. Club of the Year Award – Heather Howard led the committee made of members of the Recognition and Awards Committee, Coaches Committee, and Fitness Committee. No nominations were submitted for the Regional club award but there were a handful of nominations for the Local club award. This is not the first time there were no nominations for a division. A subcommittee (Sally, Mark, Laura, Heather, and Maria) revised the Regional award application form this year to make it more appropriate to the regional club organization, yet there were no nominations. Laura suggested we reach out to the Regional clubs before submissions are due. By presenting awards during the HOD we hope we are giving the awards better recognition.
5. Report of 2015 projects.
    - a. Increasing award nominations – as mentioned before, a “Wanted” theme was developed that was eye-catching and different and supported by Laura Hamel. We have improved the visibility of the award presentations during the HOD by using a slide show to better identify the award winners and sending announcements to LMSCs after award presentation.
    - b. International Masters Hall of Fame – The R&A committee approved the submission of Nancy Ridout as an Honor Contributor to IMSHOF and Rich, Laura, and Sally prepared the nomination document. Some of Nancy’s significant swimming accomplishments were included. The committee will be considering other candidates in the future.
    - c. Promotion of service awards at the local level – In answer to the expressed need for help in developing awards for volunteers at the LMSC level, a subcommittee (Sally, Mark, Laura, Megan) was formed to develop templates for award criteria and nomination. Four different awards have been developed: Appreciation Award, Contributor of the Year Award, Distinguished Service Award, and Coach of the Year Award. All four documents have been posted (in Word format) to the awards section of the Guide to Operations on the USMS website. A summary of the awards that contains additional information has also been posted. These documents can easily be personalized with the LMSC’s name and other information that they might choose to include.

In response to a suggestion in 2014 that we develop some “swag” that LMSCs could obtain through a central source and present to volunteers, Sally has worked with Paige Buehler of the LMSC Development committee to develop some options. Along with Kyle Deery’s help, USMS branded items have been identified. USMS National Office is willing to store and distribute items, but cannot offer them for sale due to sales tax collection issues. SwimOutlet is willing to carry some branded items that could be ordered directly from their website.

A flyer with various items was distributed for comment: travel mugs, key chains, and thumb drives. Comments and questions included:

- 1.) Can we personalize the items with the LMSC name?
- 2.) Rather than using “volunteer, could we just say “thanks” or “you bring value”?
- 3.) LMSCs may want their name on the awards. Susan Ingraham suggested items could be personalized by engraving the back with whatever the LMSC would like, once they received it. Laura Hamel reminded us that the USMS style guide can’t be altered without approvals at the National Office. Megan said an accompanying “personalized” certificate presented along with the swag would solve the problem.
- 4.) Paige emphasized the need to keep it simple; the swag program is not meant to replace what some LMSCs already have. Maria asked whether we were promoting USMS or the LMSC. Kerry O’Brien said that whatever the LMSC does after the fact does not affect the National Office.
- 5.) Nancy suggested that USMS branded shopping bags would be very useful and also advertise USMS.
- 6.) Flyers with the proposed options will be passed out at convention. LMSC leaders will be asked to indicate their preferences and provide an estimate of how many of each product they “might” want to order. This information will allow us to narrow down the choices and move further with SwimOutlet to make the items available for purchase by March of 2016.

Also “in development” are thank you notes that can be downloaded and printed by anyone in the LMSC. Sally shared a design that includes the USMS logo on the front and could include “thank you” as well. The LMSC name and other information could be personalized on the back. Standard size card stock and envelopes can easily be ordered at stationery stores or on Amazon.com. Laura Hamel explained that approval of the use of the USMS logo would come from the National Office.

6. Presentation of awards – With regards to the presentations on the website, at Spring Nationals, and at the HOD, Ray asked if we had any ideas for change. Most comments addressed the use of the scoreboards at nationals to better promote the Ransom J Arthur award announcement. They use the big screens to show the actual presentation already so Sally suggested that they post the announcement on the screen at the beginning of the warm-up that precedes the presentation; Megan suggested that the USMS website promote the award ceremony on the home page. Social media could also be used to draw attention to the ceremony. Rich suggested that at Greensboro we do the presentation on the 5-meter diving platform.

We should also have some build-up to the actual award announcement to get the attention of the audience. Nancy suggested we need a “cheerleader” to get the audience fired up. Laura H. said that info about the presentation was in pre-event emails. Sally suggested we use a more eye-catching announcement in the program – possibly in a more prominent location and/or on a different color of paper.

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## Tasks for the Upcoming Year

1. Improve coordination with History and Archives for award recipient information and background placed on the web site. Laura H. pointed out the recently revised formatting for our award “stories”. Over time, staff have been plugging in information so that each award winner has a landing page with information about the recipient.
2. Assist the National Office in getting additional award recipient information on the web site that is not currently there.
3. Continue the efforts to promote nominations, especially for Regional Club of the Year and June Krauser Communication Award. Continue the promotion of nominations with the current “Wanted” campaign for the Spring Nationals and USMS media to members.
4. Review possible nomination for IMSHOF.

The meeting was adjourned at 11:22 a.m. CDT

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