Greetings from the National Office…

Once convention is over and decisions have been made it is on to updating our various publications and getting them to the printer and then out to you!

As of this printing, 2 of the 3 following publications are completed and have been e-mailed; snail mailed or are in the process of being shipped. If you are on one of the below lists and did not receive the publication, please contact me at the National Office.

The USMS Rule Book can be found on the USMS Website at http://www.usms.org/rules/. Complimentary Rule Books have been sent to: LMSC Registrars, and Members of the Legislation, Long Distance, Rules & Publications committees. Complimentary copies of the USMS Mini Rule Book have been sent to the LMSC Officials Chairs and members of the Officials Committee.

The USMS LMSC Handbook can be found on the USMS Website at http://www.usms.org/admin/lmschb/. This is a compilation of information, which provides guidelines to LMSC officers, that will assist them in performing their respective duties. The hard copy has been sent to the printer and a complete hardcopy of this handbook will be sent to all LMSC Chairmen and Registrars. The applicable section as been e-mailed to the Treasurer, Sanctions, Top Ten, Long Distance, Marketing/Publicity and Communications (Webmaster, Editor) Chair. Those officers who do not have e-mail or those who requested a hard copy, one will be shipped to you soon.

The USMS Directory - the Who’s “who” in USMS which contains contact information for members of the Board of Directors, Ad Hoc Chairs, Special Assignments, Liaisons, Committee members and LMSC Chairmen. All who are “in” the Director will receive a copy. Look for this to arrive in early March.

In this issue you will find a number of announcements and important information, including: Zone Committee Grants, “NEW” USMS website & USMS Swimmer site, USMS Elections, NIKE Grant, USMS Tradeshow Display in addition to the nomination form and guidelines for the 2005 Ransom Arthur Award, which is USMS’s most prestigious award.

Please be sure to share this with the members of your LMSC!

Happy Swimming!

Tracy

"Be not the slave of your own past - plunge into the sublime seas, dive deep, and swim far, so you shall come back with self-respect, with new power, with an advanced experience, that shall explain and overlook the old."

Ralph Waldo Emerson (a well known swimmer!)

THINGS TO DO…

Listed are all deadlines from the USMS Working Calendar. Please read this and use as a reminder. This 2005 Working Calendar is posted in its entirety on the USMS website at: http://www.usms.org/admin/lmschb/workingcalendar.pdf

FEBRUARY ~ 2005

1st
- Convention Chair (Michael Heather – Convention@usms.org) sends 2005 requirements to USAS
- 4th Quarter Financial Reports prepared by USMS Controller (Margaret Bayless – Controller@usms.org)

2–5th
- USOTC Training Camp, Colorado Springs, Colorado
- Bid packets sent to interested bidders for USMS 2007 Long Distance Championship events

8th
- Preliminary Top Ten mailed to LMSC Top Ten Chairmen and Records and Tabulation Committee members for proof reading
- Zone Reps submit list of events for SWIM calendar for May/June issue to Zone Chair (Lynn Hazlewood – Zones@usms.org)

15th
- Call for Ransom Arthur nominations sent to LMSCs and SWIM from Kathy Casey, USMS Recognition and Awards Chair – Awards@usms.org (in this issue)
- Editorial material due to USMS Editor for May/June issue of USMS Swimmer (Bill Volckening - Editor@usms.org)
- Long Distance All American Listing due from Long Distance Chair to USMS Editor (Bill Volckening – editor@usms.org) for May/June issue of USMS Swimmer
- Deadline for submission of fiscal 2004 reimbursements or payments due to the Controller (Margaret Bayless – Controller@usms.org) from all cost center heads

22nd
- Responses due from Top 10 proof-reading to Records and Tabulation Committee Chair (Pieter Cath – TopTen@usms.org)

28th
- Reports from Committee Chairs on status of projects, etc., due to Executive Committee Liaisons
MARCH ~ 2005

1st
- LMSC Registrars send registration reports to National Office (Electronic Files sent to Esther at Registration@usms.org, hard copies and checks sent to Tracy at the National Office)
- SCM Top 10 list sent to printer

15th
- Summary of liaison reports due from Executive Committee members to the President (Jim Miller, MD – President@usms.org)

20th
- Call for USMS Service Award nominations to LMSCs from Kathy Casey, USMS Recognition and Award Chair – Awards@usms.org

APRIL ~ 2005

1st
- LMSC Registrars send registration reports to National Office (Electronic Files sent to Esther at Registration@usms.org, hard copies and checks sent to Tracy at the National Office)
- Mid year reports (Committee Chairs, Liaisons & Special Assignments) due to EC Liaison

7th
- Post Mark entry deadline for 2005 SC Nationals

8th
- Zone Reps submit list of events for USMS Swimmer calendar for July/August issue to Zone Chair

14th
- Received by entry deadline for 2005 SC Nationals

15th
- Editorial materials due to USMS Editor for July/August issue of USMS Swimmer (Bill Volckening - Editor@usms.org)
- EC Liaisons send Mid year reports to National Office Administrator (Tracy Grilli – USMS@usms.org) for publication in the Spring issue of Streamlines…
- Ransom Arthur ballots due Recognition and Awards Committee to Chair (Kathy Casey – Awards@usms.org) for tabulation
- USMS Secretary (Sally Dillon – Secretary@usms.org) notifies LMSCs of delegate entitlements for 2005 Convention

2005 ~ Page 2
Other deadlines this month ~

- Pre-meet site visit by Championship committee Liaison to LC Nationals Host, Marguerite Aquatics Center, Mission Viejo, California
- Notify Sponsors of LC Nationals due dates for booths, banners and ads.

ZONE COMMITTEE LMSC GRANTS

The USMS Zone Committee manages funds for the purpose of assisting with LMSC growth and development. There are currently two types of grants available: 1) Convention Assistance Grants; and 2) Club Mentoring Grants. Applications can be found on the LMSC Services site at usms.org/admin/lmscservices/grants.

If your group would like to apply for one or more grants, complete the form and follow the posted instructions for submission.

Convention Assistance Grants

The USMS Zone Committee will be providing up to five grants - up to $400 per grant - for the purpose of assisting LMSCs with sending delegates to the 2005 annual meeting of the House of Delegates at the United States Aquatic Sports Convention. Applications must be received no later than June 1. Funds will be available on a first-come, first-served basis.

Club Mentoring Grants

If your club has difficulty getting into a facility, scheduling good practice times, funding club activities, managing finances, finding a coach, recruiting members from the community, or getting publicity for your events, USMS can provide the expertise to help. The USMS Zone Committee has joined forces with Mel Goldstein, Past President of USMS and founder of the Indy Swim Fit program, to educate clubs in the development of adult swimming programs. One of the main objectives is to attract the attention and gain support of community centers, YMCAs, high schools, universities, and parks and recreation aquatics departments.

The Zone Committee funds will be used to bring a USMS experienced leader into your community to provide a workshop on building and growing your program(s). Funds will be available on a first-come first-serve basis. The funding is for expenses only and the group may be expected to contribute up to 50 percent of the total costs - to be determined on a case-by-case basis. Applications will be continuously accepted as long as the funds can be used during the 2005 budget year.

If your group would like to take advantage of Mel's club mentoring workshops, but does not need funding, contact Mel directly at goldstein@mindspring.com.

NEW WEB SITE

USMS Webmaster Jim Matysek and Assistant Marian Briones have been very busy lately! The USMS Web Team, led by Matysek and Briones, recently unveiled the redesigned USMS web site and the new USMS SWIMMER micro web site. Built using the latest research on good web design principles, the redesigned site features an easy to use, flexible database-driven navigation system, restructured information, and more graphics. Improvements in the navigation system allow access to the entire site from interior pages.

The centerpiece of the web site is a redesigned home page, which allows for easy posting of feature stories, what's new information, lists of new articles, and news release notices. Released along with the new site are sections for All-American, All-Star, Oral History, and Stories about Swimmers plus an automated web content management system.

The USMS SWIMMER micro web site contains details about SWIMMER magazine, including subscription and advertising information. It will also contain an archive of materials from the magazine and a preview of the upcoming issue, which will be posted prior to publication. Please check usmsswimmer.com for a peek at the inaugural issue, sometime in mid to late February.

LMSC OFFICERS...

Now that the new web site has been released, emphasis is being put into the update of the LMSC Officer page. (Yes, we know this page is very outdated. Please be patient just a little bit longer)

Due to privacy reasons, only the name, office and e-mail alias will be listed. You will have the ability to update your LMSC Officers directly thorough this page at www.usms.org/lmsc/lmscofficers.php.

Please be sure that all changes/updates are also sent to your LMSC Registrar so that their database and the National Database are also up to date.

USMS ELECTIONS

The nomination period for the 2005 USMS National Elections runs from January 1 through April 30. If you want to run for an elected position on the USMS Board of Directors, please go to the Election Site at usms.org/admin/election05 to download a nomination packet. Please return the completed packet by April 30.
NIKE GRANT

NIKE Swimwear is a USMS National Sponsor, and as part of their sponsorship they will provide a grant to a USMS LMSC or Club. The NIKE Grant is for $1500 to help a club or LMSC defray operating costs to run the LMSC or Club, i.e. coaching, Pool Rental, send delegate to convention, etc. In addition to the grant NIKE Swimwear will host a swim clinic at the recipients LMSC or club. Applicants should write a one page letter indicating how the $1500 and clinic from NIKE Swimwear will benefit their club or LMSC. The letter should further indicate what your club or LMSC is doing to promote USMS in your area.

A committee comprised of USMS and NIKE representatives will determine the grant recipient. Grant request will be accepted starting January 1, 2005 and should be received no later than April 30, 2005. The recipient will be announced in the July/August issue of "USMS Swimmer" and on the USMS website. The only prerequisite for this grant is all members of your club or LMSC must be registered with USMS.

Send your letters to:
NIKE Swimwear Grant
Mel Goldstein, USMS National Sponsor Liaison
5735 Carrollton Ave.
Indianapolis, Indiana 46220

USMS TRADESHOW DISPLAY

Bob Hopkins, is the new Marketing Chair for the New Jersey LMSC is currently using the display to promote Masters Swimming in their LMSC. Following, please read snippets from e-mails received about his experience with the display, where and how he is using it and how he spread the word within his LMSC.

... I received the two cases via UPS and assembled them very easily (30 minute set up and 15 minute take down). The display is 8 feet high, 9 feet wide and 3 feet deep and comes in two fiber glass shipping containers that weigh about 45 pounds each.

... It is a very professional piece of work which is coordinated with the "Could I Be A Masters Swimmer?" brochure which assists in delivering a consistent message that stresses fitness, camaraderie, open water and pool.

... The display is booked on February 4th and February 12 for Sussex County league swim championships and February 13 at Rutgers for the 100 x 100 event. I will offer it to Lakeland Hills YMCA and Morris Center YMCA to help them bolster their existing coached Masters programs. The new Sussex County YMCA may display it in their lobby for a few days. Please let me know of any other potential users of the display. I also have another 500 copies of the "Could I Be A Masters Swimmer?" brochures. As you will see from the picture of the display (look at the far left panel on the display), the display ties in perfectly with this brochure.

... It is in its first NJ installation, the brand new Sussex County YMCA that opened this week. It has generated a lot of interest perched in the lobby near the entrance with a dozen sign ups of new interested parties (we had previously identified about 30 other potential Masters swimmers). Based on this success, my feeling is that it is likely that the Y will initiate a formal coached Sussex County YMCA Masters program. I feel that the growth of NJ as well as US Masters Swimming is tied to the creation of additional coached workouts, so this interest generation is the first step in the process.

... It will be at the Somerset Valley YMCA in Bridgewater 2/11 through 2/13. The Sussex Technical School on 2/14 for the Sussex County High School Swimming Invitational, The Westfield YMCA and Ridgewood YMCA during the 2/5 to 2/11 period. At the Sussex Technical School on 2/12 for the County High School Championships (nine high schools with eighteen teams). The grand finale will be at Rutgers for the 100 x 100 event on Sunday 2/13

I would encourage those interested in using this great sales tool in the future to contact Mel directly and schedule it.

USMS National Sponsor Liaison, Mel Goldstein, is taking requests for the use of the USMS Tradeshow Display for 2005. If your club or LMSC are interested they should contact Mel Goldstein, goldstein@mindspring.com or call 317-253-8289 for more information. USMS pays for shipping.
Ransom Arthur Award Nominations

The Ransom Arthur Award is USMS most prestigious award. It is presented annually to the person who is deemed by the committee to have done the most to further the objectives of Masters swimming programs.

Goals and Objectives

A. To encourage and promote improved physical fitness and health in adults.
B. To offer adults the opportunity to participate in a lifelong fitness and/or competitive swimming program.
C. To encourage organizations and communities to establish and sponsor Masters swimming programs.
D. To enhance fellowship and camaraderie among Masters swimmers.
E. To stimulate research in the sociology, psychology, and physiology of Masters swimming.

Any member of USMS may nominate a worthy person for this award. Each nomination:

1. MUST be endorsed by an LMSC.
2. MUST be limited to a one-page-only (8 ½” x 11”) application form.
3. Should include a single, one-page-only letter of endorsement.

The one-page application form may be produced on computer or submitted on the application form (last page of this newsletter). Computer-generated application forms must be one page only and must follow the exact format and order of information as shown on the attached application form. Application forms longer than one page or using a different format will be returned. ONE one-page letter of endorsement may be submitted. Any additional material will not be considered. Electronic submissions will be accepted.

Nomination deadline is March 15, 2005. All completed nomination forms must be in the hands of the Kathy Casey, Recognition and Awards Chair on or before that date. They will then be circulated to Recognition and Awards Committee members who will give careful consideration to all nominations and make the final selection. The award recipient will be announced at the 2005 Short Course Nationals in Ft. Lauderdale, Florida, in May.

New USMS Swimmer Magazine to Arrive in March

There is a new magazine coming to the USMS Masters swimming community in March 2005, when United States Masters Swimming (USMS) and Douglas Murphy Communications (DMC) of Richmond, Virginia will celebrate the arrival of USMS Swimmer Magazine. The launch of Swimmer represents a major change in USMS’ communications efforts, as well as the swimming publishing world.

National publication background

The origins of the USMS national publication go back to December 1971, when June Krauser distributed the first SWIM-MASTER newsletter. For 20 years, Krauser faithfully hand-typed information, including mailing labels. Reliable sources say she actually wore out three typewriters in the process. It was truly a grass-roots effort. In the early 1990’s, June Krauser published her last issue of SWIM-MASTER, and USMS needed to come up with something new. Since the registration grew significantly in 20 years, the newsletter really needed a team approach. USMS published the WATERMARKS newsletter for a brief period – but it soon became clear that USMS wanted more than a newsletter. By 1992, USMS had signed its first contract with Sports Publications (SPI), making the pre-existing publication SWIM Magazine the first full-color magazine of USMS.

A new direction - Association publishing

Ultimately, USMS decided to take a big step beyond using a pre-existing magazine for its national publication. USMS wanted to create its own magazine. The realization represented a bold step forward in the evolution of the national publication, but it also represented a return to the grass roots spirit. When USMS hired a publisher to create a whole new publication, the organization took complete ownership and control of its magazine, just as it did when June Krauser published the SWIM-MASTER newsletter.

DMC describes itself as a “comprehensive contract publisher, offering editorial, design, production, print and mailing services, as well as advertising sales.” The company was selected because of its solid background creating publications for associations such as the American International Automobile Dealer’s Association, the International Association of Business Communicators, and the Forecast Golf Group.
Thank you, SWIM Magazine

When USMS voted to move forward with DMC, it also signaled the conclusion of the 12-year partnership between USMS and Sports Publications. In a public statement, USMS President Jim Miller thanked SWIM Magazine. "SWIM has been an important part of USMS History," said Miller. "We thank all those involved – especially Editor-in-Chief Phil Whitten – who have provided SWIM to us over the past 12 years."

What is SWIMMER?

"SWIMMER is just for Masters swimmers," says Bill Volckening, USMS Editor. "When we conceived this magazine, we asked ourselves, 'What does it mean to be a Masters swimmer?'"

Each issue will include informative departments such as The Healthy Swimmer, Training and Technique and Food, all offering bite-size news items, insights from experts and opportunities for readers to ask questions. In addition, SWIMMER will provide USMS organizational news, a calendar of swimming events, and some fun retrospective pieces from the world of swimming. "One of our goals is to encourage the readers to interact more with the magazine," says Volckening. "Readers are invited to submit questions about training, technique, health, fitness, and nutrition. SWIMMER will feature reader recipes, favorite sets, and news about our members' accomplishments. We call this magazine SWIMMER because we want readers to think of the magazine as their own special gathering place."

More information

USMS SWIMMER, the new official magazine of United States Masters Swimming, will be launched with the March, 2005 issue. All registered members of USMS will receive this bimonthly publication as a benefit of their membership. Subscriptions are also available for non-members at www.usmsswimmer.com.

30 MINUTE FITNESS SWIM

The 30-Minute Fitness Swim for 2005, sponsored by the O"H"I"O Masters is up and running as of January 1st. 1-Hour Postal swimmers automatically qualify!

Just send in the 30-Minute Fitness Swim Entry Form which can be found at:


USMS Short Course Nationals
ISHOF Pool
Ft Lauderdale, Florida

Meet information is now available at the USMS website at

http://www.usms.org/comp/scnats05/

On line registration will be available soon

USMS PLANNERS
Now Available!!!

Back by popular demand! The 2005 USMS Planners are available at the USMS National Office. The Planner is an invaluable resource for keeping track of your swimming activities and progress, as well as a calendar for recording workouts and schedules. Valuable coupons from our sponsors, found in the back of this Planner will save you money on your swimming necessities.

The Planner is free, you just have to send a self addressed stamped ($0.60) envelope (4 x 6 or 5 x 7) and upon receipt, a Planner will be sent right out to you.

Are you a coach? Are you hosting a meet? Order in quantity and give them out to all your members/participants. Contact the National Office for postage fees.

USMS TV COMMERCIAL

The USMS National Office now has available on CD the USMS TV Commercial used for the 2003 FINA World Championships in Barcelona, suitable for using on your Club/LMSC website or PBS announcements on local Television (you can view this on the New USMS website).

In addition the CD has the Word and PDF version of "How To Build A Masters Program" and USMS Logo's.

You can purchase this CD from the USMS National Office ($10)
TRIALS & TRIBULATIONS OF USMS REGISTRATION & TOP TEN RECORDERS

Ramblings from Esther (to give you an idea of just how difficult the job of maintaining a “clean” database is) -

Even if people remember to do something specific with a name, agree with it, spell or type it right, their handwriting is legible, interpreted correctly, or the name doesn’t get truncated, misspelled, or otherwise mangled along the way by registrars, meet managers, meet software, or TT people, you would still not get dependable results each time. I have figured this out the hard way after managing the national database since 1999.

I have also figured out that part of the problem is that even though people may tend to use their less formal name, when they look at the DISCLAIMER IN ALL CAPS at the bottom of the application, it begins to look like serious business (which it is) and they sign with their serious name. Something like that. They then go to a meet and use whatever name comes to mind, or fits in the space provided for signup :-). Or the relay coach tries to remember their name on the fly and then lops it off to a first initial and last name to fit on the card. We've all been there on either side of the table.

Our database really has to accommodate three areas with just one name (set of fields) 1) insurance 2) competition and 3) subscription. With the insurance and subscription, somebody might tend to add “Jr” or “Sr”. With competition this doesn't matter; the birthdate only links to one person.

We have people who in order to help the mailman find them will use hyphenated names, but… that doesn't make it their name. We have people who go through a life cycle of sorts and go from Harry S Smith to H Shepherd Smith and then becomes Harold (Sheppie) Smith in his happy old age and then perhaps H S Smith if he's hiding out.

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We have one guy (really!) who likes to change his name every year. Usually something wet or fishy (went from Ralph, to Sponge, to Mullet, to Talapia, and this year to Laneline). We can't really tell the guy he can't do this. We've all been there on either side of the table.

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We have one guy (really!) who likes to change his name every year. Usually something wet or fishy (went from Ralph, to Sponge, to Mullet, to Talapia, and this year to Laneline). We can't really tell the guy he can't do this. We can only hope to 'flush him out' each year via the permanent identifier and the birthdate (when correct :-).

And then, of course, there are the McDonalds and Mc Donalds issue (and Bon, Da, De, Den, Di, Des, De La, Della, Dos, Du, La, Le, Li, Les, Lo, Los, Mc, Mac, San, Saint, St, Ten, Van, Van De, Van Der, Vander, Zu, Zum. And those are just the ones we are used to. Now we are getting El, Al and compound Asian names .

We have over the years defaulted to entering the name the way the swimmer spelled it on the form. But if McDonald gets upper-cased somewhere along the way and then proper-cased again, the capital M in the middle goes lowercase. Also, if the name is already in the registration software a given way, it will often just get 'copied' forward as is.

We've all wrestled with the name issue and come up short. There is no easy solution. Trying to come to grips with the names is like spitting into the wind.

Es-

From Recognition & Awards

You may have received an announcement about and a nomination form for “Pioneer Awards” and wondering what the Pioneer Awards are. The Pioneer Awards are "a project of the United States Water Fitness Association." Although some of the recipients are USMS members, the awards are not USMS awards. The project is being conducted by an organization outside of USMS. These awards are also not affiliated with the International Swimming Hall of Fame.

NEWS FROM THE INTERNATIONAL SWIMMING HALL OF FAME

Now on display

"Ancient Olympia: A Photographic Odyssey"

Contact: Laurie Marchwinski
ISHOF, 954.462.6536, ext. 207, lauriem@ishof.org

FORT LAUDERDALE, FL - In celebration of the 2004 Summer Olympics recently held in Athens, Greece, the International Swimming Hall of Fame (ISHOF) is pleased to present a special exhibition of panoramic photographs of Ancient Olympia (776 B.C.). This exhibition opens January 21, 2005 and runs through the end of April, 2005. Museum hours are Monday - Sunday, 9:00AM - 5:00PM. Admission is $5 family, $3 adults and $1 students, seniors and military. Children under six are free.
NOMINATION FORM
RANSOM ARTHUR AWARD

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NATIONAL OFFICES HELD

NATIONAL COMMITTEE SERVICE

OTHER CONTRIBUTIONS ON THE NATIONAL LEVEL

ZONE & LMSC SERVICE AND CONTRIBUTIONS

OTHER AREAS OF SERVICE TO USMS GOALS

ADDITIONAL COMMENTS

ENDORCSED BY ________________________________ LMSC

LMSC CHAIRMAN SIGNATURE

NOMINATOR SIGNATURE

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NOMINATIONS MUST BE RECEIVED BY MARCH 15, 2005
MAIL TO: KATHRINE CASEY, 11114 – 111THG St SW, Tacoma, WA 98498