

**REQUEST FOR PROPOSAL (RFP)
FOR USMS
PUBLIC RELATIONS SERVICES**

May 10, 2001

To Interested Parties

United States Masters Swimming is seeking to engage in a program of public relations aimed at reaching the key constituencies that can best impact the goals and objectives of the organization. These goals and objectives are outlined in the accompanying organization overview.

USMS has authorized a pilot program to demonstrate the potential of a professionally stewarded public relations initiative. USMS wishes to evaluate proposals for a program to be initiated as soon as possible, pending review, recommendations and selection of a qualified resource. The scope of the program may include but is not necessarily limited to:

- Recommendations for media and organization outreach.
- Establishing press relations.
- Developing national programs for organization exposure.
- Developing and writing organization stories.
- Conducting press, broadcast and article placement.
- Assistance with the use of the internet and electronic communications
- Establishing opportunities for alliances, joint ventures and sponsorship that will advance the organizations goals.

USMS invites interested parties to submit a proposal describing the following:

- Why are you interested in USMS as a client?
- How are you uniquely qualified to provide PR services for USMS?
- What media relationships do you command that can benefit USMS?
- Introduce the person(s) who will participate in the USMS program, their role(s) and background.
- List the expectations that USMS might reasonably by expect in a one-year pilot program?
- How do you charge for your services and expenses and what are your terms of payment?
- Who are your clients? Give us a few (2-3) who we can call.
- What measures should USMS use to evaluate the success of the program after the initial one-year period and how should USMS evaluate your performance?
- Describe in detail your approach. While we recognize that once the contract is awarded you will proceed to learn more and validate any preliminary thoughts you have on a program for USMS, please be as specific as possible in describing what you will do, how you will do it, how USMS needs to behave as a client, as well as any thoughts you have on messages, communications and media outreach.

At last year's organizational convention a budget of \$25,000 was allocated for the pilot program. Your letter should address realistic expectations for this budget and your thoughts on the best way to allocate USMS resources for a pilot public relations program.

USMS recognizes that effective public relations is an attritional process and seeks a relationship that can endure over time. USMS's desire is for a long-term relationship that can yield increased benefit over time.

Please address in your proposal how you would build on a longer-term relationship. Do not however, minimize the importance of first year success with the idea that it is simply a foundation for future returns. We are an organization that manages in one-year increments and must evaluate resources and programs accordingly.

To that end, you may also include your thoughts for expectations that might be realized with an expanded budget. There is some possibility that a compelling program could generate additional funds at the organization's convention in September. While there is no assurance that additional funds will be made available, it is important for USMS to understand the potential and limitations of the authorized budget and the potential by adding to it.

The committee will be available to provide additional information and answer questions prior to submissions of proposals. Submit questions by e-mail to: usms@usms.org.

Information deemed to be relevant will be copied to all who have requested the RFP. To that end, interest parties should make sure that their e mail addresses are on file with USMS.

The committee will review the proposals and make its recommendation to the Executive Committee. The contract will be ratified by the USMS House Delegates to the annual meeting on September 15th, 2001.

USMS may have additional information to send you before July 13. So that you will be able to receive it, send all of this information to the USMS national office when you receive your RFP:

Your or your organization's name
US postal address
E-mail address
Telephone number

Please submit four copies of your written proposal by no later than July 13 at:

USMS National Office
PO Box 185
Londonderry, New Hampshire
03053-0185
800-550-SWIM
usms@usms.org

Thanks for your interest in USMS.

Tom Lyndon
Richard Burns
Melissa Rinker
Public Relations Task Force

ORGANIZATION OVERVIEW

United States Master Swimming is an affiliation of over 40,000 adult athletes located throughout the country. Organized by geographic regions, USMS is sub-divided into 53 Local Masters Swim Committees (LMSC's). LMSC's range in size from 50 to 10,000. Each LMSC includes from one to dozens of clubs. There are over 450 clubs throughout the country ranging from a few members to over 1,400. The national organization was founded in 1972, is financially solid, fiscally conservative and organizationally stable.

USMS is highly decentralized. Some areas of the country have high concentrations of members while other vast areas are sparsely represented. A core of elected and appointed volunteers guide the organization. The level of participation by members ranges from fanatically zealous to just give me a place to swim my laps. The disparity in membership across the county is a function of local management but even more driven by the availability of facilities. Masters swimming is a truly grass roots organization with most maintenance and growth coming from the local teams, coaches and volunteers.

Adults find out about USMS by word of mouth, newsletters, web sites, and occasional public media. Members join because they want to continue swimming after high school or college, want to swim for fitness, want/need organized and coached workouts, want to compete, and/or want the social aspects in and out of the pool. It is estimated that more than 50% of the members compete in a swim meet or an open water swim.

USMS clubs swim in the many facilities that welcome them including YMCAs, JCCs, high school, college, municipal, and private club pools.

Members register for Master's swimming at the local level. Fees are allocated to USMS, LMSC's and a subscription to the official publication, SWIM Magazine and run about \$25 a year. Additional costs may include pool and/or coaching fees which can be anywhere from \$40 to \$70 a month.

USMS has enjoyed steady growth and enjoys an annual retention rate of 70%. Growth averaged 5% from 1995 to 2000, 2% from 1990 to 1995, and 8% from 1985 to 1990.

The membership of USMS represents impressive demographics. Survey results from 1997 indicate:

- Members range in age from 19 to over 100
- 54% are men and 46% are women
- Over 88% have college and post graduate degrees
- Mean household income is \$93,400
- Of those who have been USMS members for 6 years or more, 47% have household incomes of over \$80,000 with a mean of \$105,400
- The organization is awash in professional members including legal, accounting, managerial, medical and education.
- 62% are married, 27% single, 8% divorced and 2% widowed
- Members are technologically "connected" with most having internet access and using it to access the organization's information.

The attractiveness of these statistics motivated the organization to seek sponsors with some success. The sponsorship program is generally limited to manufacturers who have products that fit our members needs and in return for contributions of financial assistance or in kind services we have derived benefit for the membership.

The accompanying exhibits provide greater detail on growth and demographics:

- Exhibit 1: Members by LMSC since 1982.
- Exhibit 2: LMSC's members by age.
- Exhibit 3: Growth rate and trends over 15 years.
- Exhibit 4: Membership Retention Rate

The USMS web site, www.usms.org provides an excellent overview of the organization and has links to many LMSC and club sites, as well as other swimming web sites.

The USMS Strategic Plans guides the future of the organization and defines the following mission, goals, objectives, purpose and strategies:

USMS Mission Statement

To promote fitness and health in adults by offering and supporting 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.

Statement of purpose for the USMS strategic plan:

To increase the exposure of the USMS program and to improve the organizational infrastructure in preparation for increased membership.

Goal of the plan:

To expand United States Masters Swimming to an organization of 50,000 members by the end of the year 2005.

Strategies:

1. Increase our outreach to potential new members.
2. Increase retention of current members.
3. Increase USMS exposure through the media and sponsorships.
4. Implement adequate staffing at the national level to accommodate our growth.
5. Optimize the use of currently available facilities and seek to discover and support the utilization of new facilities.
6. Increase the number of USMS coaches and provide education and training for them.
7. Promote giving to the USMS Endowment Fund with the goal of reaching \$250,000.00 by the end of the year 2005.

EXHIBIT 1 — LMSC MEMBERS BY YEAR

	2000	1999	1998	1997	1996	1995	1994	1993	1992	1991	1990	1989	1988	1987	1986	1985	1984	1983	1982
3 Adirondack	174	185	233	235	232	253	288	280	335	327	284	286	246	250	215	181	141	104	55
56 Alaska	306	254	243	202	227	163	139	157	167	180	174	167	180	211	192	105	72	73	54
11 Allegheny	62	56	66	88	81	76	50	41	54	45	50	63	72	55	90	81	46	45	40
48 Arizona	822	785	836	883	820	664	721	504	371	421	414	468	644	633	502	359	239	223	230
23 Arkansas	143	167	116	100	80	85	95	91	105	100	82	81	87	87	134	118	63	27	15
53 Border	46	49	29	40	56	53	60	55	55	73	65	82	44	34	21	26	28	26	10
21 Central	1279	1195	1,210	1,067	991	1,030	1,059	1,138	1,041	1,040	996	1,048	959	930	881	919	884	770	591
32 Colorado	1176	1134	966	753	711	685	581	545	589	643	546	664	522	520	500	575	414	522	410
5 Connecticut	342	291	373	364	355	367	372	372	408	389	464	492	391	352	351	367	341	319	302
8 Delaware Valley	556	591	614	575	577	559	606	600	600	552	601	635	624	502	424	442	367	340	304
50 FL Gold Coast	782	809	745	634	611	653	641	456	389	486	470	548	529	471	448	315	358	178	146
14 Florida	1517	1438	1,379	1,371	1,278	1,143	992	1,011	872	997	915	1,027	1,113	1,058	1,117	937	829	859	647
45 Georgia	766	819	746	674	573	383	323	237	223	235	184	221	206	219	259	247	182	190	150
25 Gulf	411	347	326	294	260	255	310	358	376	415	412	392	872	840	797	359	303	299	383
39 Hawaii	569	730	525	562	693	724	384	462	203	309	144	155	71	79	67	77	72	77	110
16 Indiana	732	636	619	550	496	421	427	415	395	328	301	348	382	366	338	295	311	273	162
35 Iland Northwest	184	151	177	145	128	172	187	161	155	202	201	243	230	333	233	233	134	153	147
40 Iowa	177	171	140	154	172	184	141	171	137	116	122	124	176	217	146	139	123	121	136
41 Kentucky	519	533	501	490	463	422	353	317	305	338	283	304	282	308	303	261	206	251	232
18 Lake Erie	302	306	334	332	329	339	348	312	295	384	397	331	226	262	245	193	222	224	194
9 Maryland	404	399	411	413	381	419	378	368	356	325	320	360	429	230	230	154	150	149	129
6 Metropolitan	1405	1398	1,210	1,165	1,067	1,048	1,243	1,143	1,049	1,093	1,066	1,033	793	624	555	386	372	306	224
19 Michigan	642	671	724	639	676	614	560	464	402	479	496	491	521	456	483	383	355	283	273
29 Midwestern	80	85	61	80	85	104	86	92	87	109	71	94	82	86	107	124	83	71	49
30 Minnesota	531	540	516	458	389	387	387	429	363	409	347	325	370	403	288	206	179	203	143
28 Missouri Val.	267	251	209	218	229	194	198	190	119	117	144	152	176	135	113	133	144	163	80
31 Montana	70	66	73	69	59	45	49	53	42	43	37	35	27	36	37	7			
2 New England	1485	1157	1,110	1,049	1,034	943	872	826	832	839	779	796	880	808	797	751	587	632	521
7 New Jersey	476	454	535	444	474	361	364	385	369	370	404	449	399	448	391	368	305	248	205
42 New Mexico	119	110	155	138	126	95	111	99	88	119	90	93	57	100	87	61	60	28	37
4 Niagara	429	474	463	419	466	474	492	458	479	499	456	520	530	502	500	393	335	316	393
13 North Carolina	688	614	594	581	546	549	601	584	612	514	412	449	391	399	296	251	251	231	194
52 North Dakota	22	23	24	19	8	13	19	5	16	37	46	72	34	14	24				
26 North Texas	768	858	733	748	787	715	753	845	549	654	714	777	325	272	129	57	45	67	
17 Ohio	397	465	488	407	437	472	429	389	484	596	569	674	621	523	395	386	345	340	190
27 Oklahoma	160	147	144	164	151	156	159	153	159	203	210	235	260	263	299	196	156	155	97
37 Oregon	759	719	727	614	561	576	501	475	482	467	472	492	535	537	565	456	400	386	378
22 Ozark	204	208	231	193	192	190	178	174	190	208	178	207	198	188	131	149	113	119	95
38 Pacific	9273	8794	8,349	8,148	7,613	6,830	6,631	6,308	6,318	6,270	5,962	6,515	6,557	6,832	4,764	3,137	2,385	2,096	1,616
36 Pacific NW	897	869	832	880	719	672	640	604	607	580	650	580	530	510	497	556	597	474	428
10 Potomac	1810	1756	1,536	1,446	1,344	1,289	1,140	1,099	1,055	1,043	901	837	730	626	557	412	364	340	324
44 San Diego-Imperial	805	756	766	844	683	655	758	736	1,086	1,002	1,136	1,106	1,163	1,285	1,070	940	615	872	595
59 Snake River	26	40	49	52	43	31	41	48	61	75	42	53	73	33	43	42	32	32	30
55 South Carolina	282	272	298	265	201	192	190	198	167	154	148	191	213	188	161	190	106	59	43
54 South Dakota	21	22	21	26	23	15	21	18	7	15	18	30	18	30	23	16	13	14	
43 South Texas	921	778	659	542	517	438	335	289	271	332	361	333	367	423	139	138	70	107	
15 Southeastern	522	499	488	488	515	483	482	451	480	541	507	468	478	441	364	205	203	262	182
24 Southern	415	422	422	450	350	383	379	412	461	430	278	367	316	295	202	303	203	199	91
33 So. Pacific	2701	2618	2,714	2,707	2,598	2,248	2,150	2,283	2,340	2,619	2,535	2,373	2,356	2,069	1,801	1,415	1,361	1,188	1,039
34 Utah	146	176	107	207	176	130	111	138	191	175	116	111	149	143	123	129	89	83	69
12 Virginia	773	721	637	598	482	489	431	459	427	428	351	339	326	304	227	268	139	155	111
20 Wisconsin	331	336	338	280	261	258	283	244	246	223	177	195	194	201	230	282	199	219	171
58 Wyoming	98	98	102	80	62	46	34	9	13	22	18	28	40	52	27				
National Office	0	0	0	0	7	0	0	0	5	15	26	17	20	40	21				
Total	38,792	37,443	35,904	34,344	32,395	30,145	29,083	28,111	27,488	28,585	27,142	28,476	28,014	27,223	22,939	18,723	15,591	14,899	12,092

EXHIBIT 2 — LMSC'S MEMBERS BY AGE

	Sex		Total	Age																Total	
	Women	Men		19+	25+	30+	35+	40+	45+	50+	55+	60+	65+	70+	75+	80+	85+	90+	95+		100+
3 Adirondack	75	99	174	4	5	15	22	21	30	18	20	7	8	11	7	3	2	1			174
56 Alaska	173	133	306	15	42	45	38	47	57	29	17	7	7	2							306
11 Allegheny	23	39	62		9	4	4	11	12	6	4	5	2	3	2						62
48 Arizona	376	446	822	53	92	125	110	131	98	74	51	22	19	20	12	10		3	1		822
23 Arkansas	50	93	143	6	11	16	22	19	19	15	8	7	6	4	5	4	1				143
53 Border	17	29	46	3	2	3	5	12	11	5	3		1	1							46
21 Central	496	783	1279	72	145	201	216	207	157	93	72	43	27	21	16	4	4			1	1279
32 Colorado	620	556	1176	50	115	180	205	186	172	99	66	38	26	16	14	8	1				1176
5 Connecticut	121	221	342	11	28	21	56	60	50	28	29	22	15	6	9	1	4	1	1		342
8 Delaware Valley	221	335	556	17	54	60	89	105	75	50	32	16	21	21	9	6	1				556
50 FL Gold Coast	287	495	782	46	75	109	149	122	97	65	42	17	19	20	9	5	6	1			782
14 Florida	682	835	1517	77	118	178	206	245	216	153	78	59	57	65	34	19	11	1			1517
45 Georgia	274	492	766	26	99	128	139	135	94	63	35	20	13	8	3	1	2				766
25 Gulf	184	227	411	18	50	60	65	77	55	39	20	10	6	8	2	1					411
39 Hawaii	274	295	569	29	46	63	94	104	87	57	38	20	18	4	4	2	2	1			569
16 Indiana	297	435	732	45	83	75	120	129	101	72	42	27	14	10	9	5					732
35 Inland Northwest	96	88	184	14	12	14	19	39	30	14	8	11	8	4	6	2	3				184
40 Iowa	56	121	177	6	16	30	27	32	17	20	5	7	7	4	5	1					177
41 Kentucky	220	299	519	31	59	67	72	75	69	67	35	15	14	6	4	2	3				519
18 Lake Erie	134	168	302	19	25	27	44	47	52	22	20	7	13	6	7	10	3				302
9 Maryland	199	205	404	20	28	59	64	55	48	43	32	20	15	7	7	3	3				404
6 Metropolitan	588	817	1405	69	181	212	239	229	161	120	71	35	32	27	19	6	2	2			1405
19 Michigan	208	434	642	36	68	69	99	103	90	77	43	18	10	13	10	3	1	2			642
29 Midwestern	36	44	80	5	9	6	12	15	12	5	4	3	4	2	3						80
30 Minnesota	221	310	531	37	44	67	74	103	80	44	37	17	11	11	3	2	1				531
28 Missouri Val.	117	150	267	17	23	40	48	45	39	21	16	5	5	3	3	2					267
31 Montana	26	44	70	3	5	2	10	12	11	12	7		1	4	2	1					70
2 New England	670	815	1485	69	207	194	226	234	194	122	79	56	44	28	21	10	1				1485
7 New Jersey	198	278	476	18	40	62	69	88	64	42	22	23	15	19	5	4		4	1		476
42 New Mexico	51	68	119	4	10	6	14	14	19	20	12	6	5	5	1	2	1				119
4 Niagara	172	257	429	14	34	48	51	57	72	46	23	25	16	20	11	8	2	2			429
13 North Carolina	315	373	688	50	99	95	100	115	67	41	41	22	20	12	20	5		1			688
52 North Dakota	6	16	22	1	3	1	4	3	5	2	2	1									22
26 North Texas	327	441	768	31	80	117	142	134	128	59	40	18	7	6	2	3	1				768
17 Ohio	132	265	397	34	45	53	57	46	66	33	28	11	12	4	6	2					397
27 Oklahoma	73	87	160	5	10	12	19	35	23	27	10	9	2	3	3	1	1				160
37 Oregon	364	395	759	37	62	119	95	117	118	82	41	27	23	15	12	8	3				759
22 Ozark	90	114	204	11	12	21	32	30	43	19	11	4	6	6	4	1	4				204
38 Pacific	4580	4693	9273	663	1050	1347	1459	1484	1204	896	525	250	162	113	68	29	19	4			9273
36 Pacific NW	444	453	897	28	63	121	133	161	158	102	49	24	25	14	12	3	3	1			897
10 Potomac	832	978	1810	132	256	325	331	246	183	153	78	51	25	12	5	6	7				1810
44 San Diego-Imperial	306	499	805	46	55	89	132	150	112	70	54	43	20	17	11	4	2				805
59 Snake River	10	16	26	2	3	2	6	2	4	2	1	3	1								26
55 South Carolina	131	151	282	17	29	28	47	49	32	28	14	11	8	8	10		1				282
54 South Dakota	15	6	21		1	3	12	3	1	1											21
43 South Texas	492	429	921	83	157	164	150	136	117	56	17	18	9	4	3	3	2	2			921
15 Southeastern	228	294	522	28	38	43	77	92	73	62	29	25	23	18	10	3	1				522
24 Southern	198	217	415	24	27	47	59	65	80	40	19	18	14	9	8	3	2				415
33 So. Pacific	1091	1610	2701	166	336	419	448	446	338	234	118	64	49	39	29	9	4	2			2701
34 Utah	47	99	146	19	13	17	21	19	19	17	7	3	6	4	1						146
12 Virginia	362	411	773	35	55	80	123	146	119	86	36	27	31	16	12	6	1				773
20 Wisconsin	138	193	331	8	22	48	45	47	51	37	15	16	11	25	2	3	1				331
58 Wyoming	48	50	98	1		4	10	9	15	16	7	8	7	13	6	1		1			98
Total	17,391	21,401	38,792	2,255	4,151	5,341	6,110	6,294	5,245	3,604	2,113	1,221	920	717	466	215	109	27	3	1	38,792
Percentage	45%	55%	100.0%	5.8%	10.7%	13.8%	15.8%	16.2%	13.5%	9.3%	5.4%	3.1%	2.4%	1.8%	1.2%	0.6%	0.3%	0.1%	0.0%	0.0%	100.0%

Exhibit 3 —USMS Membership - TRENDS OVER 15 YEARS

		2000	1999	1998	1997	1996	1995	1994	1993	1992	1991	1990	1989	1988	1987	1986	1985
USMS		38,792	37,443	35,904	34,344	32,395	30,145	29,083	28,111	27,488	28,585	27,142	28,476	28,014	27,223	22,939	18,723
Annual Growth		4%	4%	5%	6%	7%	4%	3%	2%	-4%	5%	-5%	2%	3%	19%	23%	
5 Year Growth	29%					11%					45%						
Average Annual Growth		5%					2%					8%					
Pacific (largest LMSC)		9,273					6,830					5,962					2,385
5 Year Growth	36%					15%					150%						
% of Total USMS		24%					23%					22%					13%
The next 9 largest LMSCs																	
Southern Pacific	20%	2,701				-11%	2,248				86%	2,525					1,361
Potomac Valley	40%	1,810				43%	1,289				148%	901					364
Florida	33%	1,517				25%	1,143				10%	915					829
New England	57%	1,485				21%	943				33%	779					587
Metropolitan	34%	1,405				-2%	1,048				187%	1,066					372
Central	24%	1,279				3%	1,030				13%	996					884
Colorado	72%	1,176				25%	685				32%	546					414
Pacific Northwest	33%	897				3%	672				52%	650					428
Arizona	24%	<u>822</u>				60%	<u>664</u>				15%	<u>414</u>					<u>359</u>
Total		13,092					9,722					8,792					5,598
5 Year Growth	35%					11%					57%						
% of Total USMS		34%					32%					32%					30%
Other 43 LMSCs		16,427					13,593					12,388					10,740
5 Year Growth	21%					10%					15%						
% of Total USMS		42%					45%					46%					57%

EXHIBIT 4 — REGISTRATION YEAR 2000 — MEMBERSHIP RETENTION RATE

National Office Bookings by LMSC & Type (reignums issued)
Includes some 80 transfers in/out — counted twice
Composition of 2000 Regs
Renewals vs Re-registrations, Relocations, Add-ons

National Office Bookings by LMSC & Type (reignums issued)
Includes some 80 transfers in/out — counted twice
Composition of 2000 Regs
Renewals vs Re-registrations, Relocations, Add-ons

KEY	YR	KEY	YR	Grand Total	Members	Type Reg	Renewed	Re-Regs	Grand Total
YR	Y2000	(All)	YR		LMSC	Add-ons	Moved In	Renewed	Re-regs
CNT	(All) # of 2000 Regs	(All)	CNT		Adirondack		% of 2000 Regs	% of 2000 Regs	
MONTH	(All) by type	(All)	MONTH		Alaska		by type	by type	
1	4	140	6	174	13.8%	2.3%	13.8%	80.5%	3.4%
2	4	151	34	306	38.2%	1.3%	49.3%	11.1%	11.1%
3	43	501	46	823	24.2%	0.0%	69.4%	6.5%	6.5%
4	27	501	46	823	30.3%	3.3%	60.9%	5.6%	5.6%
5	2	96	2	143	30.1%	1.4%	67.1%	1.4%	1.4%
6	4	26	2	46	30.4%	8.7%	56.5%	4.3%	4.3%
7	4	796	56	1279	31.9%	1.5%	62.2%	4.4%	4.4%
8	35	737	69	1178	28.6%	3.0%	62.6%	5.9%	5.9%
9	11	197	49	344	25.3%	3.2%	57.3%	14.2%	14.2%
10	11	334	53	558	28.9%	1.8%	59.9%	19.5%	19.5%
11	47	890	101	1517	31.6%	3.1%	58.7%	6.7%	6.7%
12	14	461	41	782	34.0%	1.8%	59.0%	5.2%	5.2%
1	18	522	26	766	26.1%	2.3%	68.1%	3.4%	3.4%
2	11	231	15	411	37.5%	2.7%	56.2%	3.6%	3.6%
3	6	319	32	569	37.3%	1.1%	56.1%	5.6%	5.6%
4	10	476	24	731	29.8%	1.4%	65.1%	3.7%	3.7%
5	7	90	24	184	34.2%	3.8%	48.9%	13.0%	13.0%
6	3	110	16	177	27.1%	1.7%	62.1%	9.0%	9.0%
7	5	361	24	519	24.9%	1.0%	69.6%	4.6%	4.6%
8	15	205	18	302	21.2%	5.0%	67.9%	6.0%	6.0%
9	17	262	23	404	25.2%	4.2%	64.9%	5.7%	5.7%
10	40	860	80	1405	30.2%	2.8%	61.2%	5.7%	5.7%
11	8	393	41	642	31.2%	1.2%	61.2%	6.4%	6.4%
12	2	47	10	80	26.2%	2.5%	58.8%	12.5%	12.5%
1	8	362	22	532	26.3%	1.5%	68.1%	4.1%	4.1%
2	10	80	22	167	25.8%	3.7%	66.3%	4.1%	4.1%
3	1	51	3	70	21.4%	1.4%	72.9%	4.3%	4.3%
4	32	892	101	1485	31.0%	2.2%	60.1%	6.8%	6.8%
5	8	328	18	476	25.6%	1.7%	68.9%	3.8%	3.8%
6	2	78	6	119	27.7%	1.7%	65.5%	5.0%	5.0%
7	5	325	15	429	19.6%	1.2%	75.8%	3.5%	3.5%
8	4	227	15	688	32.4%	2.5%	62.1%	3.1%	3.1%
9	10	2	21	688	43.5%	3.1%	45.5%	0.0%	0.0%
10	15	465	56	769	30.3%	2.0%	60.5%	7.3%	7.3%
11	116	10	245	397	29.2%	2.5%	61.7%	6.5%	6.5%
12	8	134	4	204	28.1%	2.8%	63.1%	6.1%	6.1%
1	21	479	46	759	26.9%	0.0%	67.5%	5.6%	5.6%
2	8	134	4	204	28.4%	3.9%	65.7%	2.0%	2.0%
3	115	6011	505	9273	28.5%	1.2%	64.8%	5.4%	5.4%
4	20	606	36	896	26.1%	2.2%	67.6%	4.0%	4.0%
5	50	1173	76	1810	28.2%	2.8%	64.8%	4.2%	4.2%
6	42	496	75	805	23.9%	5.2%	61.6%	9.3%	9.3%
7	2	14	3	26	26.9%	7.7%	53.8%	11.5%	11.5%
8	7	184	12	282	28.0%	2.5%	65.2%	4.3%	4.3%
9	11	8	2	21	52.4%	0.0%	38.1%	9.5%	9.5%
10	24	410	56	921	46.8%	2.6%	44.5%	6.1%	6.1%
11	16	334	29	522	27.4%	3.1%	64.0%	5.6%	5.6%
12	118	10	253	415	28.4%	2.4%	60.1%	8.2%	8.2%
1	66	1599	181	2703	31.7%	2.0%	59.2%	6.7%	6.7%
2	44	3	88	147	29.9%	2.0%	59.9%	8.2%	8.2%
3	200	23	520	773	25.9%	3.0%	67.3%	3.9%	3.9%
4	70	8	246	331	21.1%	2.4%	74.3%	2.1%	2.1%
5	23	72	3	98	23.5%	0.0%	73.5%	3.1%	3.1%
6	844	24343	2198	38802	29.4%	2.2%	62.7%	5.7%	5.7%

Members	Renewed	Pct	Other	Pct	Registration Growth
LMSC	in 1999	in 2000	renewed	Other	1999
Adirondack	184	140	34	18.5%	174
Alaska	254	151	155	61.0%	306
Allegheny	55	43	19	34.5%	62
Arizona	784	501	322	41.1%	823
Arkansas	167	96	47	28.1%	143
Border	49	26	20 <td>40.8%</td> <td>46</td>	40.8%	46
Central	1195	79	483	40.4%	1279
Colorado	1135	737	441	38.9%	1178
Connecticut	301 <td>197</td> <td>147</td> <td>48.8%</td> <td>344</td>	197	147	48.8%	344
Delaware Val	590	334	224	38.0%	558
Florida	1428	890	627	43.9%	1517
Florida Gold	809	461	321	39.7%	809
Georgia	819	522	244	29.8%	819
Gulf	354	231	180	50.8%	354
Hawaii	728	319	230	34.3%	569
Indiana	651	476	255	39.2%	651
Inland NW	135	90	94	69.6%	184
Iowa	171	110	67	39.2%	177
Kentucky	532	310	158	29.7%	519
Lake Erie	298	205	97 <td>32.6%</td> <td>302</td>	32.6%	302
Maryland	400	262	142	35.5%	404
Metropolitan	1396	860	545	39.0%	1396
Michigan	694	393	249	35.9%	694
Midwestern	85	47	33	38.8%	85
Minnesota	565	362	170	30.1%	565
Missouri Val	251	177	90	35.9%	267
Montana	66	51	19	28.8%	70
New England	1158	892	593	51.2%	1485
New Jersey	454	328	148	32.6%	476
New Mexico	165	78	41	24.8%	
Niagara	474	325	104	21.9%	429
North Carolina	615	427	261	42.4%	688
North Dakota	23	10	12	52.2%	22
North Texas	856	465	304	35.5%	856
Ohio	144	108	152	32.7%	160
Oklahoma	720	479	280	38.9%	759
Oregon	207	134	70	33.8%	
Ozark	6778	6011	3262	37.2%	8778
Pacific	868	606	290	33.4%	868
Pacific NW	1755	1173	637	36.3%	1810
Potomac Val	753	496	309	41.0%	805
San Diego-Imp	40	14	12	30.0%	40
Snake River	271	184	98	36.2%	282
South Carolina	22	8	13	58.1%	21
South Dakota	748	410	511	68.3%	748
South Texas	500	334	188	37.6%	522
Southeastern	421	253	162	38.5%	421
Southern	2610	1599	1104	42.3%	2703
Southern Pac	175	88	59	33.7%	147
Utah	720	520	253	35.1%	773
Virginia	338	246	85	25.1%	331
Wisconsin	98	72	26	26.5%	98
Wyoming	37474	24343	14459	38.6%	37474
Grand Total	37474	24343	14459	38.6%	38802

Note, difference between % renewed and % "other" (i.e. relocations, add-ons and re-registrations) represents growth from these three sources

Renewal Rates
% of 1999 membership renewing in 2000

Definitions & Caveats
These numbers are based on location of swimmer at start of each registration year
It is not possible to account for all moves during the year; some transfer 2-3 times
Add-ons Swimmers new to USMS after 1994
Renewals Swimmers renewing from year immediately preceding current year
Re-registrations Swimmers who were last registered with same LMSC
Moved In Swimmers registering in from another LMSC