

## National Office

In addition to this report, the executive director prepares and publishes a national office report preceding the winter and summer Board of Directors meetings. Those reports are available at [usms.org](http://usms.org).

This year marked the 41st anniversary of USMS, and July marked the second anniversary of our USMS headquarters. We have now hosted two summer board meetings in Sarasota.

Our headquarters has provided measurable benefits, including centralization and consolidation of national responsibilities. It has created new opportunities for growth and service, allowed us to build infrastructure and efficiencies in how we operate to better serve our members, clubs, volunteers and partners, and has elevated our USMS brand.

As we look back on the past year, our many accomplishments have made—and will continue to make—a lasting, positive impact on how we serve.

### Financials

- The financial strength of USMS is a tremendous asset. Even with the establishment of a national office, we operate under a balanced budget and zero debt.
- Production and publishing of *SWIMMER* magazine was moved in-house under the direction of Editor-in-Chief Laura Hamel. This change will allow us to meet on-time delivery of the magazine while realizing roughly \$100,000 in annual cost savings.
- The Board of Directors established an Audit Committee. The AC selected Kerkerling Barberio as our accounting firm. We conduct an audit every year to provide financial transparency.
- The BOD established an Investment Committee. The IC developed its charter with board oversight. The IC selected Northern Trust to manage our investments.
- Controller Susan Kuhlman implemented powerful new accounting software that improves our ability to track and report as we develop and expand programs.

### Club and Coach Services

- Our Club and Coach Services team of Mel Goldstein, Susan Ingraham and Lisa Dahl, who all serve as independent contractors, have three primary responsibilities:
  1. Outreach to every USMS club and LMSC and, to the best of their ability, ensure on-time club renewal by October 31.
  2. Communicate with clubs, chapters and LMSCs, letting them know Club and Coach Services can help with maintaining and growing their USMS programs.
  3. Plan and operate coach education clinics like SwimFest.
- For the past two years, CCS has worked in partnership with the USMS Coaches Committee to develop Level 1 and Level 2 Masters coach certification. By year's end, more than 150 coaches will have completed the certification program.
- CCS and the USMS Coaches Committee are currently developing Level 3 Masters coach certification.

### Membership Services

- We will experience an approximately 2.5% increase in membership from 2010 this year.
- Our membership retention rate has increased from 59% in 2009, to 62% in 2010 and 65% in 2011.
- Metropolitan State College of Denver conducted a comprehensive membership satisfaction survey. More than 13,000 responses were received. A summary of the survey is available at [usms.org](http://usms.org).
- Our membership team of Anna Lea Matysek and Tracy Grilli has written numerous LMSC tutorials and provided training and assistance to many of our LMSC volunteers.
- Our sponsorship program, guided by Kyle Deery, continues to see growth as we signed new partners Active.com and Aqua Sphere. Our partners are providing meaningful benefits through

such programs as the Member Loyalty program, Nike Go The Distance, and the Speedo Postal Swims.

### **Information Technology**

- Luke Shaheen joined our staff in 2011 as a full time programmer. Luke graduated from Indiana University in Pennsylvania where he was a member of their college swim team. Luke is providing much-needed programming and customer service support to Jim Matysek. In 2011, our IT team has completed or is in the process of completing the following projects:
  - Development of supporting web services to online entry providers such as Active.com
  - End-to-End Event Management (E2EEM)
    - Greatly enhanced online tools for processing meet results and creating Top 10 submissions from LMSCs
    - Development of an online sanction application for LMSCs to use that will populate our USMS Calendar of Events
    - Integration of postal results and registration history with our online events results database
  - Infrastructure
    - Implementation of an IT project tracker system
    - Implementation of a new software version control system
    - A change in merchant account vendors
  - Development of Fitness Log (FLOGs) Enhancements, which
    - Allow additional FLOG entry submissions
    - Allow FLOGs to be viewed by others
    - Add new FLOG reports and graphs
    - Add virtual swim capability
    - Automate the monthly GTD awards process
  - Registration Support: Track registration history for all members
  - Creation of a public database to showcase Olympians in USMS
- Our 2012 IT priorities include:
  - Continued infrastructure and database improvements to increase efficiency and safeguards
  - Installation of a shopping cart at usms.org where LMSCs, clubs and members can order magazine subscriptions, magazine back issues, marketing materials, banners, caps, rule books, etc.
  - A usms.org site redesign
  - Password protection for various parts of usms.org for members only to enhance membership and serve as a membership recruiting tool
  - End-to-End Event Management enhancements with emphasis on open water integration, advanced features for sanctioning, and new record tracking features.
  - Zone, LMSC and Club Services: Develop multiple widgets for use on zone/LMSC/club websites that pull in USMS data and add more tools for LMSC officers to feed data to the USMS database
  - Development of mobile applications

### **Events**

- Through our partnership with the Championship Committee, the national office has provided enhanced support to our pool national championship meets. In addition to registration, the national office now provides more services to our championship hosts, including graphic design, promotion through e-communication, merchandise sales during registration, photography, development of the meet program and a daily highlight show.

- USMS is responsible for meet operation of our 2012 Summer Nationals in the Olympics Trials venue. Tom Boak serves as our meet director.
- USMS has been awarded the 2013 Pan American Masters Championship and will be partnering with the Sarasota YMCA to host the meet. This will be the first time the USA has hosted this prestigious event.

#### **Marketing and Promotion**

- USMS-branded swim caps, brochures, bag tags and other items have continued to be very popular with USMS clubs and events.
- The USMS YouTube video channel has received more than 100,000 views.
- The USMS Facebook page has more than 13,000 fans.

#### **Swimming Saves Lives Foundation**

- SSL Provided an Endless Pool to the Counsilman Center. The pool allows for controlled studies of Masters swimmers in different conditions, including warm and cold water, and other forms of medical research.
- A feasibility study was conducted to determine fundraising potential.

On behalf of all our staff,

Respectfully submitted,



Rob Butcher  
Executive Director