

USMS Executive Committee Reports

President - Nadine Day

United States Masters Swimming House of Delegates,

One year ago, the HOD elected me as the President of United States Masters Swimming. It is my goal to continue to embrace this honor and lead the organization in its mission “to promote health, wellness, fitness and competition for adults through swimming.”

I have been fortunate to see first hand the results of many pinnacle events that were planned during the previous years. Spring Nationals was an excellent venue. For this success story, USMS accepted a bid from a national host with blue prints of the pool that did not yet exist. The Marriot Summer Nationals at the Olympic Trial venue is another example of a combined effort of staff and volunteers working together to put together a successful, once in a lifetime opportunity.

Major changes have taken place in USMS over the last four years. Four years ago USMS hired Rob Butcher as our Executive Director. Three years ago we established our national headquarters in Sarasota, FL. Two years ago we trusted the championship committee to accept the bids and make the decisions for hosting our national championships. One year ago I was elected President and the HOD passed the strategic plan.

As President, I have embraced the strategic plan and it has been my guide to lead USMS in that direction. The four main strategic areas are membership, brand and image, partnerships and volunteers.

Membership Strategy: Create and enhance membership value through expanded and improved USMS products, services and delivery infrastructure. We will continue to work to increase value to our members by supporting events such as the excellent venue at Omaha for those that attended and watched via live streaming. We will also work to retain these members by improving communication and education. Educating our members will be a priority through the sports medicine and science committee, fitness education committee, club and coach services. For coaches USMS is providing a coaches certification and in turn the coaches are providing a more valuable service to their swimmers. As coaches start hearing the same unified USMS message and our communication becomes more consistent, we will become stronger at all levels of the organization.

***Brand and Image Strategy:** Increase awareness of and strengthen the U.S. Masters Swimming brand and image in target markets. In the past USMS has focused on swimming with emphasis on competition. As fitness becomes mainstream USMS has an opportunity to add to it's image and become the premier organization to promote fitness through swimming serving everyone over eighteen years old. USMS is a “solution” for a healthier America.

***Partnership Strategy:** Engage and activate partnerships with organizations that align with the USMS Mission, vision and values, for the purpose of increasing benefits our members, enhancing and expanding the USMS brand, building USMS membership and improving access to swimming facilities. USMS is doing better with attracting new sponsors and events have done well recently with partnering with the local community and businesses. Swimming World and Swim Swam have given us more exposure by promoting USMS. We need to facilitate more partnerships and gain an understanding that USMS is in the business of aquatics. We also need to build our relationships internationally.

***Volunteer Strategy:** Enhance the volunteer experience and improve volunteer performance through role clarity, training, recognition and recruitment. The BOD established a volunteer's role task force to help explain every volunteer position in our organization. The task force established a template for every volunteer position. The template helped define the requirements and responsibilities and how that position relates to the organization's mission. USMS is providing more training opportunities for our volunteers through the national office, webinars, tutorials and the coach's certification. These opportunities ensure that USMS is providing a consistent message to our volunteers and members.

I am grateful for our dedicated volunteers. It is inspiring how much time the leaders of the organization devote to swimming and making our organization better. I want to personally thank each and every one of you from club

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volunteers, LMSC volunteers, committee volunteers and the BOD. What you do for our organization makes USMS successful, thank you.

I would also like to thank the staff of USMS. They work for USMS during the day; and they continue to work in a volunteer capacity when their workday is over.

We still have a lot of work to do. I will continue to keep the USMS mission at the forefront and continue to promote the USMS strategic plan. USMS will continue to grow and we, the members of the HOD, need to ensure that we meet the needs of our members. The decisions that we make at convention, will determine our future.

I would like to leave you with this...

Remember our decisions are based on what is good for the organization and let's put USMS First

United States Masters Swimming is FIRST!



Open Meeting:

Come meet with me

Thursday, September 13 at 11:45 am-1:00 pm

Vice President of Administration - Michael Heather

There is little new that I can report about the Administration Division that is not already covered in the respective committee reports. I participated in two task forces this year. One to create descriptions of the various volunteer functions throughout USMS and another to consider and propose new membership products to add value and help with growth and retention of our member base.

There is some information that I would like to share with everyone who takes the time to read the reports. I do not know who developed this, but doff my cap to them. It is a concise and thorough list of 15 things you can do to be happy in life. A noble pursuit, to be sure.

Here is a list of 15 things which, if you give up on them, will make your life a lot easier and much, much happier. We hold on to so many things that cause us a great deal of pain, stress and suffering – and instead of letting those all go, instead of allowing ourselves to be stress free and happy – we cling on to them. Not anymore. Starting today we will give up on all those things that no longer serve us, and we will embrace change. Ready? Here we go:

1. Give up your need to always be right

There are so many of us who can't stand the idea of being wrong – wanting to always be right – even at the risk of ending great relationships or causing a great deal of stress and pain, for us and for others. It's just not worth it. Whenever you feel the 'urgent' need to jump into a fight over who is right and who is wrong, ask yourself this question: "Would I rather be right, or would I rather be kind?" Wayne Dyer. What difference will that make? Is your ego really that big?

2. Give up your need for control

Be willing to give up your need to always control everything that happens to you and around you – situations, events, people, etc. Whether they are loved ones, coworkers, or just strangers you meet on the street – just allow them to be. Allow everything and everyone to be just as they are and you will see how much better will that make you feel.

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“By letting it go it all gets done. The world is won by those who let it go. But when you try and try. The world is beyond winning.” Lao Tzu

3. Give up on blame

Give up on your need to blame others for what you have or don't have, for what you feel or don't feel. Stop giving your powers away and start taking responsibility for your life.

4. Give up your self-defeating self-talk

Oh my. How many people are hurting themselves because of their negative, polluted and repetitive self-defeating mindset? Don't believe everything that your mind is telling you – especially if it's negative and self-defeating. You are better than that.

“The mind is a superb instrument if used rightly. Used wrongly, however, it becomes very destructive.” Eckhart Tolle

5. Give up your limiting beliefs about what you can or cannot do, about what is possible or impossible.

From now on, you are no longer going to allow your limiting beliefs to keep you stuck in the wrong place. Spread your wings and fly! “A belief is not an idea held by the mind, it is an idea that holds the mind” Elly Roselle

6. Give up complaining

Give up your constant need to complain about those many, many, many things – people, situations, events that make you unhappy, sad and depressed. Nobody can make you unhappy; no situation can make you sad or miserable unless you allow it to. It's not the situation that triggers those feelings in you, but how you choose to look at it. Never underestimate the power of positive thinking.

7. Give up the luxury of criticism

Give up your need to criticize things, events or people that are different than you. We are all different, yet we are all the same. We all want to be happy, we all want to love and be loved and we all want to be understood. We all want something, and something is wished by us all.

8. Give up your need to impress others

Stop trying so hard to be something that you're not just to make others like you. It doesn't work this way. The moment you stop trying so hard to be something that you're not, the moment you take off all your masks, the moment you accept and embrace the real you, you will find people will be drawn to you, effortlessly.

9. Give up your resistance to change

Change is good. Change will help you move from A to B. Change will help you make improvements in your life and also the lives of those around you. Follow your bliss, embrace change – don't resist it.

“Follow your bliss and the universe will open doors for you where there were only walls” Joseph Campbell

10. Give up labels

Stop labeling those things, people or events that you don't understand as being weird or different and try opening your mind, little by little. Minds only work when open. “The highest form of ignorance is when you reject something you don't know anything about.” Wayne Dyer

11. Give up on your fears

Fear is just an illusion, it doesn't exist – you created it. It's all in your mind. Correct the inside and the outside will fall into place.

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“The only thing we have to fear is fear itself.” Franklin D. Roosevelt

12. Give up your excuses

Send them packing and tell them they’re fired. You no longer need them. A lot of times we limit ourselves because of the many excuses we use. Instead of growing and working on improving ourselves and our lives, we get stuck, lying to ourselves, using all kind of excuses – excuses that 99.9% of the time are not even real.

13. Give up the past

I know, I know. It’s hard. Especially when the past looks so much better than the present and the future looks so frightening, but you have to take into consideration the fact that the present moment is all you have and all you will ever have. The past you are now longing for – the past that you are now dreaming about – was ignored by you when it was present. Stop deluding yourself. Be present in everything you do and enjoy life. After all life is a journey not a destination. Have a clear vision for the future, prepare yourself, but always be present in the now.

14. Give up attachment

This is a concept that, for most of us is so hard to grasp and I have to tell you that it was for me too, (it still is) but it’s not something impossible. You get better and better at with time and practice. The moment you detach yourself from all things, (and that doesn’t mean you give up your love for them – because love and attachment have nothing to do with one another, attachment comes from a place of fear, while love... well, real love is pure, kind, and selfless, where there is love there can’t be fear, and because of that, attachment and love cannot coexist) you become so peaceful, so tolerant, so kind, and so serene. You will get to a place where you will be able to understand all things without even trying; a state beyond words.

15. Give up living your life to other people’s expectations

Way too many people are living a life that is not theirs to live. They live their lives according to what others think is best for them, they live their lives according to what their parents think is best for them, to what their friends, their enemies and their teachers, their government and the media think is best for them. They ignore their inner voice, that inner calling. They are so busy with pleasing everybody, with living up to other people’s expectations, that they lose control over their lives. They forget what makes them happy, what they want, what they need...and eventually they forget about themselves. You have one life – this one right now – you must live it, own it, and especially don’t let other people’s opinions distract you from your path.

Vice President of Local Operations – Ed Tsuzuki

2012 has been an incredible year of accomplishments in the Local Operations division. The dedication and commitment of our USMS volunteers as well as the contributions from a small but incredibly supportive staff continue to impress me. All of the committees were able to maintain their momentum from 2011 as our new President, Nadine Day, was focused on completing her appointments as soon after convention as possible. This allowed a smooth transition from year to year and has enabled the committees to maximize their productivity. All of the committees completed policy documents this year, which have been published on www.usms.org (in the “[USMS Policies](#)” section of the “Guide to Operations.”)

The **Records and Tabulation Committee**, chaired by Chris Stevenson, has completed a major revision to their section of the “[Guide to Operations](#),” which will serve as a reference document that contains all the necessary rules, policies and duties of our Top Ten Recorders as well as the answers to “How do I?” questions as the Top Ten Recorder role and responsibilities have changed with the advent of End-to-end Event Management. The committee manages the widely accessed “Event Results Database” and Mary Beth Windrath and Walt Reid continue in their very important role of collecting, verifying and compiling all Top 10 submissions and record applications for all three courses. The **Recognition and Awards Committee**, chaired by Sally Dillon, continues to oversee all of the USMS service awards and has added clarification to the awards’ requirements and scope. They offer special congratulations to this year’s Ransom Arthur award winner, Doug Church from Indiana, and look forward to announcing the USMS Dorothy Donnelly Service Awards, USMS Club of the Year Awards, and June Krauser

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Communications Award at convention. The **History and Archives Committee**, chaired by Meegan Wilson, continues to document and preserve USMS history to ensure that the achievements of USMS and Masters swimmers will be maintained for posterity. Meegan and Barbara Dunbar co-authored an abstract which was accepted to cover “*Masters Swimming From the Beginning*” at the first International Aquatic History Symposium and Film Festival at the International Hall of Fame. The oral presentation was given by two of our founding members, Judge Robert Beach and John Spannuth on May 10, 2012. June Krauser, our “Mother of Masters Swimming” was also able to attend. The **LMSC Development Committee**, chaired by Paige Buehler, has been restructured with three sub-committees focused on the following topics:

- **Mentoring** – (led by Chris McGiffin) responsible for working with LMSCs, to help them meet LMSC Standards, determining criteria for convention grants, and communicating LMSC Standards survey results.
- **Education** – (led by Rob Copeland) responsible for identifying and/or creating, and managing LMSC volunteer workshops at the annual USAS convention and determining other methods for year-round education to assist LMSCs.
- **Survey** – (led by Rick Noeth) responsible for determining LMSCs’ performance against LMSC Standards efficiently and effectively and for administering and collating convention workshop evaluations.

The committee presented updates to the LMSC Standards document for Board approval. The changes came out of the previous survey cycle to make standards more measurable and clear, while other changes were the result of processes that had changed as well as specific committee requests. The [updated policy](#) is dated 3/27/12 and is available in the Guide to Operations on the USMS website.

One of the major accomplishments of 2012 has been the launch of the on-line event sanction and calendar request tool as part of the **End-to-End Event Management (E2EEM)** initiative. Since February, the enhanced calendar and on-line sanction form has processed almost 400 requests (of which about half are open water) from all but a few LMSCs. USMS now has the ability to track event activity from the sanction request through the tabulation of meet results – leading to much greater event coverage and membership inclusion in the event rankings data base.

I’d also like to thank our 8 **Zone Chairs** (Breadbasket – Stacy Broncucia, Colonies – Jeff Strahota, Dixie – Jerry Clark, Great Lakes – Daniel Cox, Northwest – Wes Edwards who has handed over the reins to Tim Waud, Oceana – Michael Moore, South Central – Tyler Blessing, Southwest – Mary Hull), for providing leadership, recognition and support at a more “local” level, despite the broad geographic areas included in their zone.

As you can see, it has been another exciting and productive year for the Operations Division and I’d like to thank all of our many tremendously committed volunteers who do so much to keep the USMS community so vibrant and “fit”!

Vice President of Programs – David Diehl

INTRODUCTION:

The mission of United States Masters Swimming is to promote health, fitness and wellness in adults by offering and supporting Masters swimming programs. The Vice President for Programs has Executive Committee liaison and oversight responsibility over the National Officials Committee, the National Long Distance Committee and the National Open Water Committee as an ex-officio member of each and shall provide coordination with the Board of Directors and the USMS National Office.

OFFICIALS COMMITTEE:

The Officials Committee mission is to create a safe, fair and consistent meet experience for all Masters Swimmers across the country and within each LMSC by developing a well trained, knowledgeable core of Masters Officials through recruiting and education. During the past year, the Officials Committee has worked on and completed the following projects:

- Established USMS Officials Committee Forum
- Developed and published the "Officials Committee Liaison to USMS Nationals - Roles and Responsibilities" document.
- Documented and published the "USMS Officials Committee National Championship Stipend Policy" and revised the Policy to address part- time Officials at USMS National Championships.

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- Ordered and distributed USMS Officials pins at both the USMS Spring and Summer Championships.
- Developed and distribute a "USMS/USA Rule Difference Quick Reference Card" for the Officials Briefing each morning at both the Spring and Summer Nationals.
- Updated the LMSC Officials Chair Inventory and posted on the USMS Officials Repository for access by meet directors seeking assistance staffing their local meets.
- Developed and published the "Application to Officiate" for the Spring and Summer National Championships.
- Worked closely with the Meet Referees for Greensboro and Omaha to establish requirements, track tasks to be completed against the liaison timeline
- Established domain name, built and published the USMS Officials Committee Repository to provide a centralized location for Officials to find documents to run Masters Meets

The Committee generally met on a bi-monthly basis to conduct its business through various sub groups.

OPEN WATER COMMITTEE:

The purpose of the Open Water committee is to "...promote the development of and participation in open water swimming..." The Open Water Committee continues to work very closely with, and in conjunction with, the Long Distance Committee to develop the growth of open water swimming through:

- nurturing the development and growth of USMS sanctioned events.
- ensuring the safety and proper management of open water events.
- developing education and training programs for open water event officials and swimmers.

The various activities of the Open Water Committee are as follows: Event Development, Safety, Webinars for Event Officials, Swimmer Clinics, Service Awards, Rules and Legislation

Other activities included: OW Manual Update, Event Results Database, Ranking System, Swimmer Challenge System: OEVT, E2EEM, Marketing & Promotion, Communications Plan, Inter-committee Collaboration.

The Committee met every six to eight weeks and established a number of sub-committees to complete their assigned work.

LONG DISTANCE COMMITTEE:

The Long Distance Committee continued working closely with National Championship event hosts to ensure the success of the USMS Open Water and Postal National Championships. The Committee had significant cooperation, inputs, and proposed rule suggestions from the Open Water Committee in furtherance of USMS open water swimming growth and development. The following projects have been worked on during the past year:

- The open water and pool postal rules have been thoroughly reviewed.
- The USMS One Hour Postal National Championship had nearly 3,000 entries. .
- The USMS 5K/10K Postal Championships planning was completed
- The Committee is providing liaison support for all USMS Open Water National Championships
- With the Open Water Committee, all safety plans are critiqued and recommendations made.
- The Committee selected the 2013 national long distance and postal swims.

The Committee met every six to eight weeks and established a number of working groups to complete their assigned work.

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Vice President of Community Services – Jody Smith

My first year as VP of Community Services has been full of learning and getting up to speed. Thank you to those that have educated and mentored me and my sincere gratitude to the outstanding Chairs of the three Community Services Committees for continuing to move their areas forward in support of USMS and our members. All three committees have continued to work and provide support for ongoing projects and are proactive in generating new and interesting ideas for future programming. The Chairs of the three Committees have been working together to bring their different areas of expertise together for projects (events, articles, workouts, etc) that benefit our members. I look forward to the year ahead!

Highlights:

Coaches Committee:

Masters Coach Certification – Levels 2 & 3: The Coaches Committee has been working with Coach & Club Development to complete updates and curriculum for Levels 2 & 3. Level 3 will be offered for the first time at the 2012 Convention. The continued collaboration on this program is evident in the quality of the product that is being provided to those taking the course and the success of the program.

International Coaching: The coaches selected for the Masters World Championship's did a tremendous job and were an outstanding resource to the USMS athletes at the meet.

On-Deck coaching went well for Omaha and is being organized for Convention. The committee is working with Fitness to have a special Fitness Themed workout at Convention.

Fitness Committee:

Convention Items: The committee will be hosting a Brown Bag Lunch on Saturday of the Convention for interested LMSC Fitness Chairs and anyone that would like to join a discussion regarding ideas for Fitness Swimmers.

Working with Coaches Committee to host Fitness focused workout on Friday morning and are planning to provide a "Be Fit, Be Fabulous" flat water bottle to the workout participants.

The committee is instituting a new Fitness Activity aimed at giving swimmers activities to participate in during the year and at the same time draw more attention to the fitness pages on the USMS website. The committee will need to work with USMS Staff to determine the best way to launch this new idea.

Committee continues to communicate and reach out to LMSC Fitness Chairs.

Sports Medicine & Science Committee:

The committee has worked with Swimming Saves Lives to provide screening for skin cancer and spinal alignment at the national championship meets in Greensboro and Omaha.

The committee is working with Coaches Committee to develop educational materials on dry land training and nutrition.

The committee maintains the US Masters Swimming Health Network. Committee members serve as members of the network along with other interested medical and science professionals. Network members review articles with health, medical, or science related information before the articles appear in US Masters Swimming publications. Network professionals also respond to questions from US Masters Swimming members. There is interest in expanding this program.

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Treasurer – Ralph Davis

United States Masters Swimming continues to be on very solid financial ground. As of July 31, 2012 we had in excess of \$2.5 million in cash and investments. Our 2012 investment returns are forecasted to be 4.5 % to 5.0 % for the year. The Investment Policy implemented in 2011 gives USMS the opportunity to generate a reasonable return for the organization over the long term.

The 2011 Financial Statements are complete and the certified audited financial report will be available on our website by the end of August. Our audit firm is Kerkering, Barberios & Co. of Sarasota, Florida. The USMS tax return for 2011 is completed and approved by the Board and will be filed with the IRS by August 15th.

Secretary – CJ Rushman

Most of what I did this year was much the same as previous predecessors did; ordinary secretary stuff. I have been posting the different committee's conference call minutes to the website as well as schedule their committee calls. I have written and distributed minutes for the Executive Committee, Board of Directors during the past year. I wrote, distributed and posted minutes from all Executive Committee, Board of Directors and other committee meetings held during the year, including the meetings in Peachtree City (Atlanta suburb) and Sarasota. As this 2012 convention has approached, I have been compiling the official list of delegates, and preparing other convention-related materials.