

# USMS 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).

Our headquarters has been open three years allowing us to continue developing into infrastructure, people, new programs and service provided. With a centralized headquarters, we have found efficiencies and new opportunities that otherwise would not be available.

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

- We continue operate with fiscal discipline and under a balanced budget policy.
- The House of Delegates approved the use of our reserve to host our Summer Nationals in the Trials venue. Due to better than projected participants, cost savings, and new sponsorship revenue, the 2012 budget will be net positive meaning no use of reserve for the 2012 budget year.
- Our audit identified the need for a disaster recovery plan. The plan was drafted by staff and adopted by the Audit Committee and Board of Directors. The plan is intended to provide safeguard measures to USMS and provide a road map should we experience a natural disaster, technology disaster or personnel disaster.

## Club and Coach Services

- Bill Brenner was hired as Club and Coach Services Director to provide leadership for our Masters coach certification program and club outreach initiatives. Along with club development coordinators Mel Goldstein and Susan Ingraham, our CCS has the following 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. Schedule, teach and operate our Masters coach certification program
- CCS has worked in partnership with the USMS Coaches Committee to develop Level 1, Level 2 and Level 3 Masters coach certification. By year's end, approximately 500 coaches will have completed the certification program.
- For 2013, we will schedule approximately 20 Masters coach certification-teaching weekends.

## Membership Services

- We are experiencing an approximately 2% increase in membership from 2011.
- Our membership retention rate has increased from 59% in 2009 to 65% in 2012.
- The Board of Directors adopted the Membership Task Force report. The National office is charged with implementing the recommendations.
- Our membership team of Anna Lea Matysek and Tracy Grilli continue to provide tutorials, assistance, and training to many of our LMSC volunteers.
- Our sponsorship program, guided by Kyle Deery, continues to see growth headlined by new partner Marriott. Our partners are providing meaningful benefits to our events and supporting programs such as the Member Loyalty program, Nike Go The Distance, and the Speedo Postal Swims.
- Under Laura Hamel, *SWIMMER* magazine underwent a redesign.
- Our website, [usms.org](http://usms.org), is likewise in the redesign process.

## Information Technology

- We engaged an IT consultant to conduct an independent review of our IT programs including infrastructure, software, security and vendor relationships. The National Office is implementing the recommendations from the report.
- Jeff Perout joined the staff as a full time programmer. Jeff, a long time USMS member, has 25-years experience in IT including programming and hardware.
- Enhancements continue to be made to our online event sanction program, Fitness Logs, and Go The Distance program.

## USMS National Office

- Our IT team is leading the redesign of usms.org with an expectations of improved navigation, content management and look/feel of the website
- Once the redesign is complete, a USMS mobile app will be developed

### Events

- USMS was responsible for the operation and financial management of the Marriott Summer Nationals. Tom Boak served as our Nationals Director and provided our leadership, along with Championships Committee liaison Sandi Rousoeau. We met and exceeded our objectives in hosting the Nationals in the Trials venue were:
  - Raise the awareness for Masters swimming and the USMS brand
  - Enthuse our constituents (i.e. members and sponsor partners)
  - Perform better than the \$73,000 projected investment
- 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.
- Planning is underway for USMS hosting of the 2013 Pan American Masters Championship. We are partnering with the Sarasota YMCA to host the meet. This will be the first time the USA has hosted this prestigious event providing an opportunity for USMS to build international goodwill.

### 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 235,000 views.
- The USMS Facebook page has more than 20,000 fans.

On behalf of all our staff, respectfully submitted,



Rob Butcher  
Executive Director